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PRINTERS' INK

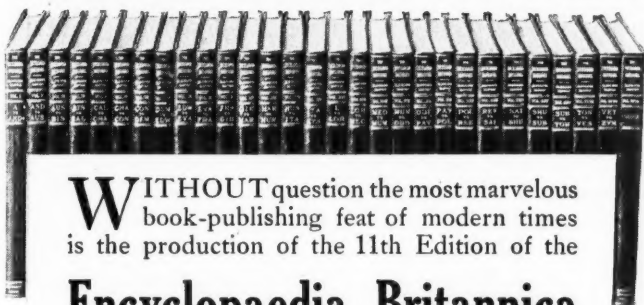
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12 West 31st Street, New York City
A JOURNAL FOR ADVERTISERS

VOL. LXXXIX

NEW YORK, DECEMBER 17, 1914

No. 12



WITHOUT question the most marvelous book-publishing feat of modern times is the production of the 11th Edition of the

Encyclopaedia Britannica

Published by the Press of the University of Cambridge, England. A round million and a half of dollars was spent for preparation before a single page was run through the presses. The selling campaign recently closed is the most successful advertising sale of the Britannica ever made.

To successfully market such a work required the most experienced management. The men who direct the destiny of the new Britannica have had an unusually broad acquaintance with book advertising and advertising agency service in America, England, Australia, Japan, India and New Zealand. They were thoroughly of the hard-bought conviction that advertising agencies had nothing for them other than placing.

A peculiar chain of events gave these men an experience with Ayer Service. This, in turn, led to an intimate acquaintance with the Ayer organization. Since then they have stated with emphasis that there is nothing in the world that has to do with advertising that is so well organized and so efficiently operated as the Ayer agency.

To those interested in forming an agency connection, we will be glad to relate how Ayer Service has won the indorsement of the Encyclopaedia Britannica.

N. W. AYER & SON

Philadelphia

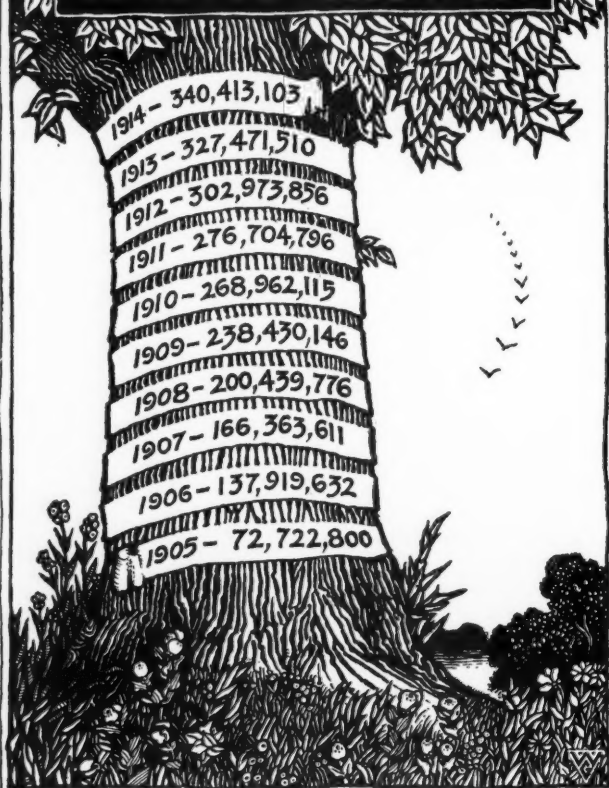
New York

Boston

Chicago

(This is Advertisement Number Sixty-four of a Series)

TEN YEARS OF NEW YORK SUBWAY TRAFFIC GROWTH



We have exclusive control of the Card and Poster Space on the Subway and Elevated Lines of New York and are Sole Agents for all Car Advertising in Brooklyn.

WARD & GOW
50 Union Square New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXIX

NEW YORK, DECEMBER 17, 1914

No. 12

Making a Staple Out of a Fad

Experiences of a Specialty Manufacturer in Broadening His Sales Outlet Following an Adverse Shift in Styles

An Authorized Interview with

Alfred Hanchett

of F. A. Patrick & Co., Duluth, Minn.

A FEW weeks ago Brokaw Brothers, one of New York's oldest men's furnishing stores, startled advertising observers by devoting their entire ad in the New York dailies to an advertised clothing specialty on sale throughout the city:

With the first tinge of frost, attention centers on comfortable outer garments, bringing to mind the unending utility of a really good Mackinaw Coat.

Genuine "Patrick" Duluth Mackinaws which we are showing in wonderful variety of plaids in bright and modest hues.

As it is not an every-day occurrence, this advertising of garments for which they do not even control the agency, PRINTERS' INK sent a staff man down to question Brokaw Brothers' advertising manager.

"No, F. A. Patrick & Co. did not pay for the advertising. We paid for it."

"But there are any number of other stores in New York where one can buy Patrick mackinaws; what is the idea?"

Well, to be perfectly frank with you," confessed the advertising man, "that company is doing some mighty good advertising—in fact, they have just turned 800 New York inquiries over to us, the first of their 1914 campaign—and we feel it would be good business to hook up to the advertising. It is just a case of co-operation."

As cases of co-operation, especially co-operation which calls for

spending several hundred dollars to advertise a manufacturer's product, are always interesting, PRINTERS' INK got in touch with Alfred Hanchett, in charge of the advertising for F. A. Patrick & Co., the Duluth house which manufactures the cloth and garments. The resulting story was even more interesting than surface suggestions indicated. It was the story of a manufacturer, who, in the face of adverse style conditions and general business depression, had speeded up his advertising and scored a sales increase of 42 per cent at the beginning of the season.

How this sales gain was piled up is a story of clever market manipulation; interesting to all because it shows the possibilities of the many markets into which this great country is divided. It suggests that a setback in one market need not be taken too seriously. There are always other markets to turn to; markets which quite often—as is the case here—prove more profitable and more responsive than the so-called "logical" market.

"F. A. Patrick & Co.," said Mr. Hanchett in answer to a question, "started out as jobbers, catering to the needs of the great Northwest. Even to-day our wholesale dry goods departments make up by far the largest proportion of our business. But it was some years ago when we first decided to make our own

mackinaws, seeing in the line a staple seller which, if properly made, would force our line into any store. So we bought out the business of a Scandinavian, who had a two-story factory at Foston, Minn., and for many years had been making a high quality mackinaw cloth which had won the reputation as *best* with Northwestern folks. We started out to make a mackinaw cloth that would

raw wool used in Patrick cloth is thirty per cent greater than that used in any other mackinaw cloth we know of. For years we made the mackinaw cloth in that little Fosston factory, but as the demand grew with the country, the business, greatly increased, was later moved to its present location on Duluth Harbor. The cloth was made to meet the demands of miners, trappers, lumbermen,

huntmen and others who lived in the great Northwest. Like the Stetson hat, it was built to meet the hard requirements of a man who lives out-of-doors and cares little about looks, but everything about service. Under this test it was not surprising that a great deal of thought and care went into making our mackinaw cloth and 'patrick' soon became a by-word of apparel quality in the Northwest."

HOW THE CRAZE STARTED

"But what influence resulted in the spread of the idea to the East?" Mr. Hanchett was asked.

"I suppose the idea was carried East by sportsmen who had been in the north country hunting, and, having found mackinaws so practical and

warm, continued to use them at home. But the real craze was started by a clever salesman, Harry Harrington, now known far and wide by retail merchants as the famous Mackinaw Man. He conceived the idea that Patrick-Duluth mackinaws would appeal to college men.

"It seems that this salesman was in a Middle West college town one day trying to sell a local merchant. The merchant was quite sure that the garment was alto-

FOUNDED 1856

BROKAW BROTHERS

MEN'S & BOYS' CLOTHING, HATS & FURNISHINGS

With the first tinge of frost, attention centres on comfortable outer-garments, bringing to mind the mending utility of a really good Mackinaw Coat.

Genuine "Patrick" Duluth Mackinaws, which we are showing in a wonderful variety of plaids in bright and modest hues, combine all the essentials of comfort—warmth without weight, extraordinary service and imperviousness to moisture.

Not a substitute for an overcoat, but a distinctive and thoroughly useful garment that makes men and boys "Bigger-than-weather."

Especially fitting for motoring, riding, skating and all out-door sports.

Patrick's Best Fabrics

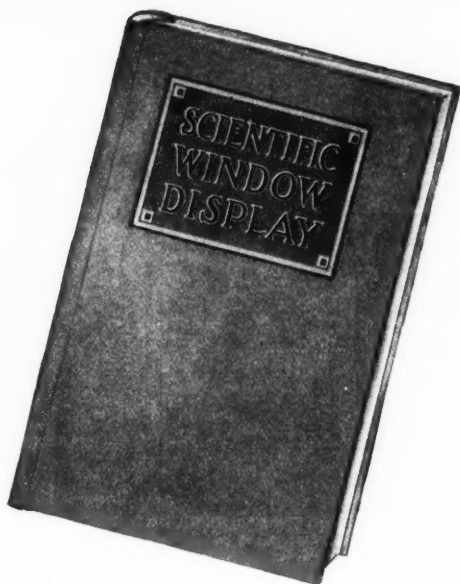
Men's Sizes 10.50

Boys' Sizes 8.50

Astor Place & Fourth Avenue
ONE BLOCK FROM BROADWAY — SUBWAY AT DOOR

THE "PATRICK" CAMPAIGN HAS RECEIVED THIS KIND OF
CO-OPERATION IN NEW YORK

be looked upon by the woodsmen of the Northwest as a standard by which all others were judged. Our experience has taught us that a regularity of high quality in the cloth can be maintained only by making it ourselves. As the main apparel value of mackinaw cloth lies in its special long-fiber wool of the North, it is necessary for us first of all, to make sure by absolute control that only high-grade fleeces are used. As nearly as we can judge, the value of the



Write for Your Copy of
**"SCIENTIFIC WINDOW
DISPLAY"**

HERE is a new book that will interest every advertiser, marketing his product through the dealer.

The book explains the reason for the enormous waste in window display work, and tells in a practical way how this waste can be eliminated.

Just what window display will do, and how it can be made to supplement and strengthen the campaign, is clearly and concisely related.

The facts and data contained in this valuable book are the result of extensive investigations made by

THE INTERNATIONAL DEALER SERVICE BUREAU

This organization, National in scope, is prepared to secure the use of dealers' windows - to create and actually install displays in these windows—and to furnish practical plans and suggestions for increasing the sale of advertised products by means of thousands of displays shown simultaneously in all parts of the country.

The book will be sent on request to all National Advertisers.

THE INTERNATIONAL DEALER SERVICE BUREAU

1276 WEST THIRD STREET, CLEVELAND, OHIO

gether too freakish for his trade. The salesman was equally insistent that it was not. While the argument was at its height, a couple of students happened to pass the window. The salesman, quick to seize the opportunity, beckoned them to come in. He asked them frankly if they would like to have one of the mackin-

it quickly spread over the whole country. The demand concentrated in New England, New York, Pennsylvania, Ohio, Michigan, Indiana, Illinois and our home territory. We nursed this demand carefully, seeing in it an opportunity to get economical national distribution. The merchants were helped consistently, and

urged to put the line in their windows. In this way we hoped to popularize the specialty. As a further inducement to get the mackinaws displayed in windows we prepared special display cards, showing the material in the various stages of manufacture and the all-wool goods from which our garment was made after having been subjected to a caustic soda test.

WHEN THE CRAZE DIED

"This simple method combined with a slightly increased sales force, though perhaps slow in operation, resulted in our securing the desired compact distribution. For a time we were unable to supply the demand, and the craze was at its height. Then, as unwise competitors sprang up, and the market was flooded with many so-called mackinaws made of shoddy freak cloak-

ing, this fad demand began to wane. Finally about a year and a half ago it died out—at least so far as fake mackinaws were concerned.

"This condition offered us the opportunity to standardize our garment in the several fields where its great comfort service meets actual and practical needs. We analyzed our garment. We found it had qualities which would appeal to the farmer. It was sensible; it was warm; it was inexpen-



Say to Your Parents

"I Want a

Patrick

DULUTH
TRADE MARK FOR U.S. PAT. OFF.

Mackinaw

▲ Bigger-Than-Weather ▲

"Because it keeps me dry and warm in rain or shine, blizzard or drizzle—keeps me from taking cold and getting sick.

"Because I can buy two 'patrick's' for the price of one overcoat, but one 'patrick' will outwear two overcoats.

"Because a 'patrick' is stylish in a manly way—made either in attractive plain cloths or quiet plaids and I can get an ear-covering cap to match.

"Because for school, dress-up, play or sports I'd rather wear a real 'patrick' than a long overcoat—a 'patrick' stops at the knee and leaves me leg-free.

"Because a 'patrick' makes me a member of the great Bigger-Than-Weather Club, of healthy, hearty boys, their sisters and parents—real outdoor folks who find all weather glorious.

"And I am going to send today for the set of Peter Newell Picture Post Cards—The Adventures of the Bigger-Than-Weather Boys. I want to frame them and put them in my room. The boys are mailing them to each other all over the country. All I have to do is to ask for them and I get a whole set free."

Write for FREE MACKINAW BOOK
showing styles and colors of Mackinaws

Sold at Best Stores
Patrick-Duluth Woolen Mill
600 Garfield Ave. Duluth, Minnesota

A BID FOR THE BUSINESS OF THE YOUNG FOLKS

naws, explaining that they were what the lumbermen in the north country used. The young men considered. The salesman held out the coat for one to try on. The rest was easy. Two sales were made before the dealer's very eyes, and the line went in.

"It was not long after that that mackinaws became a fad with students generally, and as the college student invariably sets the styles for young men's clothing,

A Comparison—

In quantity of circulation* in small towns "Needlecraft" stands FIFTH.

As to concentration of circulation in small towns "Needlecraft" is SECOND.

As to practical service to womankind in small-towndom "Needlecraft" ranks FIRST.

Small-town women who take several publications and who are therefore in position to know, say that "Needlecraft" is the most helpful magazine they subscribe for.

This being the way they regard "Needlecraft" wouldn't you like to advertise to them through the magazine which they appreciate and to which they are constantly referring?

Although "Needlecraft" with its 750,000 paid-in-advance subscribers renders a better service to small-town women, its advertising rate is not so high as that of less effective mediums attempting to reach this field.

The advantage of using its columns is therefore obvious.

NEEDLECRAFT PUBLISHING CO. NEW YORK CITY

WILL C. IZOR, Advertising Manager
1 Madison Avenue, New York

JOHN GRANT, Western Manager
30 No. Dearborn St., Chicago

Member Audit Bureau of Circulations

*Circulation April 1st, 1914 was 816,014

sive compared with greatcoats. It would appeal to school children who took kindly to the clothes worn by the huntsman and whose parents were glad to buy an overcoat that was at once comfortable, healthful and inexpensive. It would appeal to the real outdoor folks, both men and women, for motoring, cycling, riding, boating, tramping and winter sports, because it combined a certain smartness with weather-shelter. It would appeal to the sport-loving, open-air American college man and girl. Here, then, were four great markets opened to us; mar-



A WINDOW AND COUNTER DISPLAY CARD IN COLORS

kets that were many times vaster than any we had ever dreamed of. If we could win these markets we would be in a position to laugh at human whims.

"The logical answer was national advertising. So we set about shaping a plan that would win these markets and at the same time put the specialty over with the lowest possible amount of effort and cost.

"First of all we got in touch with all our bigger dealers. We wrote them special letters, because we realized the importance of getting the big dealer with us and knew that his ideas on the market question were well worth securing.

"Some of the letters we received helped us greatly in planning the campaign. For instance, here is a letter from a dealer in Lowell, Mass.:

"Your mackinaw letter received and contents read. We intend to display mackinaws and feature same during the summer as we believe they are great coats for automobiling, camping and even yachting parties. We intend to specialize on yours as we do Jaeger sweaters, and if you have any advertising we can mail, can use same. The Jaeger company has sent catalogues for us from New York the last two seasons and we have built up quite a business in their sweaters and specialties. Believe very much in that special way of advertising."

DEALERS HELP PLAN CAMPAIGN

"Another dealer in Manchester, N. H., confirmed our belief that it would be possible to build up a large business among school children:

"A much larger proportion of juvenile patricks entered into our order for this season owing to the increased demand for them last season. The long overgarment has never been popular with the youngsters, and the patrick with its freedom of leg movement seems to strike the fancy of both boys and girls."

"In fact, we received quite a number of similar letters, all of which proved suggestive in one way or another. But the great advantage of this idea of taking your dealers into your confidence lies in the fact that it encourages a closer co-operation. It gets the dealer with you, so that when the time comes you can depend upon him doing what he can to make the most of your advertising.

"Having satisfied ourselves as to the trade's attitude and also checked up our own local point of view with the views of those who sold our garments to the ultimate consumer all over the country, we next turned our attention to the selection of mediums—always an important step in the plan and especially serious for us, as we had no precedent to guide us and had to cover the various markets at a moderate outlay.

"Inasmuch as the *Saturday Evening Post* and the *Country Gentleman* had proved so effective during the first years of our

3rd MOTOR Number
SCRIBNER'S
• FEBRUARY, 1915 •

The Motor in War and Peace

We were in doubt about our first Automobile Number, 1912; but only until the Magazine got to our readers, until the newsstands sold out. The even greater success of Number Two, last February, convinced us that Scribner's could do things differently, so long as we did them in keeping with the character of Scribner's—did them beautifully and well. Catering to the automobile tastes and desires of the majority of our readers has proven an excellent policy.

"The Motor in Warfare"

"The Woman at the Wheel"

"Motoring in the High Sierras"

together with many illustrations, pages in full color and a beautiful cover, emphasize the motor appeal of the issue. Besides, there is "The Personality of Colonel Goethals" by Bishop; a new serial by Galsworthy; "Militarism and Democracy in Germany" by Villard; Brangwyn's "Color Decorations of the Panama-Pacific"; splendid short stories, verses, etc.

CLOSING JANUARY 2d

To the Potential Advertiser

IT'S time that *somebody* addressed the manufacturer who doesn't advertise, without calling him a "lifeless fish," "moss-back," or a "collector of cobwebs."

The truth is, there are plenty of *live, successful* businesses today that do not employ general publicity methods.

Messrs. Dun and Bradstreet give their names.

And, when you come to think of it, the man who can make a success of an institution by good merchandise and good merchandising, *without advertising*, must be made of pretty fine business fiber. He is *solid*.

You can neither bluff nor ridicule him into spending money just to be called an advertiser. Nor will he invest in sections of blue sky.

The country today is full of potential advertisers who have never used a line of general publication space. They are not waiting to be convinced of the *value* of advertising.

They do desire *to be shown* how advertising can be applied to their individual propositions to accomplish definite, concrete results. They want, not solicitation, but proof.

And being canny business men they are doubtful listeners to talk about *literature, art and theory*.

It is with such business men that we especially seek an audience.

Because, *like them*, we see no solitary *reason or excuse* for advertising that does not *move the merchandise* at a *reduced selling cost*.

Nichols-Finn Selling Ideas, Merchandising Plans and Copy have for their sole object producing more business for the Advertiser at a less cost than by another method.

They are worked out, in co-operation with the advertiser, to meet the needs and conditions of his product, his organization, his market.

We do not ask for an advertising "appropriation." Instead we offer the potential advertiser a plan by which an advertising-merchandising campaign can be tested out step by step, proved as it progresses—increased as success justifies.

May we tell you about it?

NICHOLS-FINN
ADVERTISING
COMPANY

222 SOUTH STATE STREET, CHICAGO
NEW YORK ST. LOUIS

Charter Member Audit Bureau of Circulations





Reproduction of December issue of **SUCCESSFUL FARMING**, containing a full page advertisement of the Hercules Manufacturing Company prepared by the Taylor-Critchfield Company.

How One Advertiser "Makes" Farms

B. A. Fuller, President of the Hercules Manufacturing Co., Centreville, Iowa, is a creator of productive farms.

His company builds stump-pullers—thousands of them—strong, triple powered and guaranteed.

He sells them by highly educational copy in farm papers—a recent advertisement reading in part:

"I want to show you proof of how you can make \$1,281.00 profit on 40 acres the first year and \$750.00 every year after, in extra crops and added value of land—by pulling stumps with the Hercules all steel triple power stump puller."

That certainly is making farm land productive, isn't it?

Mr. Fuller has been a heavy advertiser in farm papers for fifteen years, and as he has keyed his advertisements in all his campaigns, he "knows" farm papers.

He uses pages in **SUCCESSFUL FARMING** because it covers his best territory—where are found the most pro-

The Data File That Helps Sell Goods

How the Burroughs Adding Machine Company Makes It Reinforce the Organization

By Robert H. Crooker

Of the Burroughs Adding Machine Co., Detroit, Mich.

THE majority of people who read articles in the advertising papers, trade magazines, newspapers, etc., do not fully appreciate their value until the time actually comes when they need the information which they have carelessly let slip by.

Not long ago one of our officials said: "I remember reading an article last year about cost records. I'd give a great deal to have that article to refer to right now in connection with this book I am writing."

If this executive had not had a data file at his disposal he would have had to do without the particular article he wanted. As it was, he simply called the data-file clerk and made known his wants. In less than 15 minutes the very article he wanted, together with other valuable information about costs, was on his desk.

Many people are skeptical regarding the advertisements, booklets, etc., which they receive, because they are of the opinion that the material is not based on actual facts.

A "GOLD MINE"

A carefully maintained data file eliminates all guesswork and is a continual gold mine of information for the advertising man. It is a waste of time and mental energy to sit at a desk and try to pick ideas "out of the air."

Recently one of our copy writers had in preparation a booklet showing the application of the Burroughs machine to the lumber business. He did not have to theorize as to what uses a business of this kind would have for a machine, because the data file had already gathered an abundance of material on this subject. All of the material which the file

afforded was carefully gone over; and when the lumberman received the booklet it was written from his point of view rather than from that of the manufacturer of the machine.

The data file is just as valuable to the sales department and men otherwise engaged in field work.

"Send me sample form used by an electric-light company," was what the salesman wired the other afternoon.

It happened that the file afforded two copies of the particular form wanted, and one was sent by special delivery that evening. If there had only been one copy in the file a photographic reproduction would have been made and forwarded to the salesman as soon as possible.

In this instance, however, the material reached the salesman the next morning and enabled him to close the sale that day, because he was able to show the prospect how another concern in the same line of business was using the machine at a saving of time and money.

MANY SOURCES FROM WHICH MATERIAL IS SECURED

To successfully gather material for an efficient data file everyone in the organization must cooperate.

A special investigator made a trip for this company to Buffalo and vicinity to make a research among users of our machines in the garage business and to find out just how they were using the machines in their accounting departments to advantage.

As soon as he returned he wrote up a report of the entire trip, giving complete details and conditions as he found them. Such a report is required from every man doing research work, and

these reports do not contain opinions or recommendations, but reflect absolute facts as they exist.

This material is carefully cross-indexed and filed in the data file. In this way the results of every research become a permanent record for future reference; and if the man who actually made the investigation should be called to other work, his material would still be available to every member of the organization. Similarly, the results of all mail researches are written up, the replies tabulated and filed for future reference.

It is a well-known fact that every organization has within its ranks men who are experts in particular phases of the business. It is to these men that the rest of the employees turn for information and advice.

In order that this wealth of knowledge may be available at all times to the entire organization, articles by such men, copies of their correspondence on certain subjects and other relative material is carefully cross-indexed and preserved in the file.

MATERIAL OBTAINED FROM MAGAZINES, NEWSPAPERS, ETC.

In almost every instance it will be found that the successful man is the one who reads his trade paper regularly, with the thought in mind of making use of some of the ideas which have proved successful for others in the same line of business.

In clipping PRINTERS' INK a few weeks ago the data-file clerk noticed a certain article which he thought would be valuable to every man in the department. The article was clipped and sent to the head of the department, who thought so well of it that he directed it to the attention of every man in his organization. Eventually the article was carefully cross-indexed under its title, the name of the author, the issue of the magazine and several other cross-indexes. It was then placed in the data file for future reference.

Not only special articles, but whole magazines, business books,

etc., are distributed to the various members of the organization. In this way the men are not only kept in touch with the material which is appearing in the current magazines, but different viewpoints are obtained on material which would be valuable for the data file. For instance, one man might read an article on the banking business and immediately see the value of such an article to the adding-machine business, whereas another man might not be interested in such an article and pass it hurriedly by in order to read an article on copyrights.

It is prospective information which we seek, and the broader the scope of information which is kept, the more valuable it will be to every member of the organization.

The mechanical detail of distributing the magazines to the organization is as follows:

A gummed label is placed on the cover of each magazine for the purpose of insuring its return to the desk of the data-file clerk, and in order to make it easy for the person reading the magazine to jot down the page of the article which he wishes kept for the file.

There are at the present time 300 to 400 different divisions in the files and 850 books in the business library which is conducted in connection with the data file. These books contain valuable information on a large number of subjects such as Accounting, Banking, Advertising, Business, Correspondence, Scientific Management, Salesmanship, Printing, Economics, Cost, Encyclopædias, Dictionaries, etc. The library is extensively used by both the employees and the management.

The data files are divided so as to give a compartment for material pertaining to every line of business. There are many other divisions, such as Advertising Ideas, Agencies, Reports, Business Shows, House-Organ, Letter Ideas, Sales, Prizes, Publicity, Statistics, Welfare and many others.

The library and the data files

are closely linked together, so that anyone who inquires for information on any subject will secure all that has been filed in the data file as well as the books in the library covering the subject. This is done by means of a cross-index to the library as well as the data file.

HOW INFORMATION IS CLASSIFIED

In order that all data relative to the same subject will fall in the same file jacket an arbitrary modification of the decimal system is used for codifying the material. Each division of data is given a number and each sub-division of any division is given a decimal under that number, thus making the file elastic, for instance:

Advertising Ideas and Suggestions	213
Announcements and Invitations.....	213.01
Mailing Folders.....	213.02
Letter Ideas.....	758
Follow-Up	758.01
Closing	758.02
(And as many sub-divisions under this heading as are needed.)	

In assigning data to the files each separate piece of material is given the number of the sub-division under which it falls. For instance, we have an article entitled "Figuring Stock Turnovers," by Jarvis A. Cohen, in the *Dry Goods Reporter* for April. This article would be indexed under the name of the magazine, under the name of the author and under the subject of the article. It would also be filed under "Uses" because the article happens to deal with the subject of "Stock Turnovers," and would be assigned to the envelope for material on "Uses, Stock Turnovers."

The ideal that the Burroughs company is striving to reach is:

1st—To have on hand the best material from all possible sources, from both outside and inside the organization—from department members and members of the selling force, etc.

2nd—Data relative to all phases of the adding-machine business, and also to the uses of the machine in all other lines of business.

3rd—To keep that data in such shape that it is readily accessible

for quick reference in order that anyone, whether in the office or in the field, can get information immediately if it is available; and if not available, suggest whether or not an investigation of that particular problem is necessary.

Agricultural Publishers Pass Important Resolution

At a meeting of the Agricultural Publishers' Association in Chicago, December 2, the following resolution was passed by unanimous vote:

"Whereas the purpose of this organization is the observance, as publishers, of the high ethics as set forth in the Standards of Practice as adopted by the agricultural department of the Associated Advertising Clubs of the World, and

"Whereas the important work of this association, as set forth in its constitution and by-laws is to conduct the work to secure fair understanding and mutually beneficial co-operation between this association and advertisers, advertising agencies, publishers in other fields and commercial organizations of retailers, wholesalers and manufacturers in various lines, therefore, be it

"Resolved—that it is the sense of the members of the Agricultural Publishers' Association that the farm papers of America do exclude from their columns copy attacking retail or wholesale dealers, assailing advertisers selling either direct or through dealers, or reflecting in any unfair manner upon a competitor in business."

The Iowa Implement Dealers' Association was in session at the time of the meeting, and a copy of the resolutions was telegraphed to its president, from whom the following reply was received:

"We are in receipt of your telegram advising us of the action of the Agricultural Publishers' Association in the interest of legitimate merchandising. We thank you for the fair and businesslike manner in which you have handled this important matter and we believe you have not only dignified the vocation of the merchants of our country, but have also served our commonwealth in advancing the all important question of community building.

"IOWA IMPLEMENT DEALERS' ASSOCIATION."

The Agricultural Publishers' Association comprises at this time about 40 of the leading farm papers, all of which have subscribed to the Standards of Practice adopted at the Toronto convention of the Associated Advertising Clubs of the World and are members of the Audit Bureau of Circulations. They now have under way an affiliation with the A. A. C. of W. The association intends to go very thoroughly into trade relation work, as outlined in the above resolution.

V. W. Young has resigned as advertising manager of the Art Stove Company, of Detroit, and has joined the staff of the Harland Printing Company.

"We have just signed a renewal contract for a page an issue in COAL AGE for five years—260 pages in all.

"The rate for this space is 25% higher than we have been paying for the past three years, but we feel that the results we have obtained from our advertising in COAL AGE justify us in continuing our advertisement with you."

H. H. KRESS,
Advertising Manager.

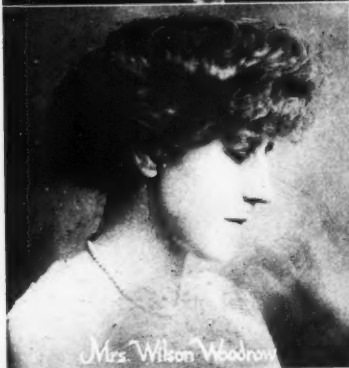
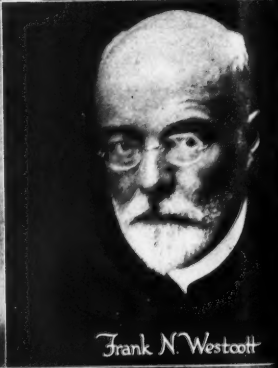
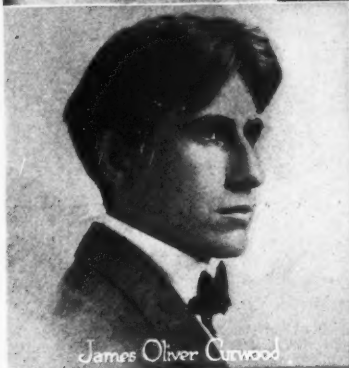
The Jeffrey Mfg. Co.
Columbus, Ohio.

COAL AGE

The Paper that Reaches the Men Who Buy for Coal Mines

Published by the Hill Publishing Company, 10th Ave. at 36th St.,
New York, also publishers of The Engineering and Mining Journal,
Engineering News, American Machinist and Power.

All members of the A. B. C.

*Irvin S. Cobb**Rupert Hughes**Mrs. Wilson Woodrow**Frank N. Westcott**James Oliver Curwood**Albert Payson Terhune*



g W. Lardner



Edwin Balmer

JANUARY 1915
PRICE 15 CENTS

THE RED BOOK

MAGAZINE

The Best
of Them All—
Irvin S. Cobb
Rupert Hughes
Ring W. Lardner
Edwin Balmer
Mrs. Wilson Woodrow
Frank N. Westcott/
James Oliver Curwood
Albert Payson Terhune
and 7 other pace-setting features in this issue

• GILLY • HUTT •

The
Best
of
Them
All

How Accounting Helps the Chains Outbattle the Independents—XIII

By Charles W. Hurd and M. Zimmerman

STOCK-TAKING and accounting are part of the foundation of the chains' success, but they are the average retailer's idea of nothing to worry about.

A business man wished to enter the Victor Talking Machine field in New York City last January. The only way to do so was to buy out one of the established dealers. He picked out a good store in a good location and the dealer agreed to sell. The following conversation ensued:

"How much stock have you?"

"I don't know."

"How much business did you do last year?"

"I don't know. I don't keep any books."

"How much in Victor goods did you buy last year?"

"I don't know. I tell you I don't keep any books like that."

"Well, then, how much did you buy last month?"

"I don't know exactly."

"About how much do you think it was?"

"Maybe \$600 or \$700."

"Do you consider that you are making money here?"

"A little bit."

"How much do you say your proposition is worth? How much do you make out of it in a year?"

"I cannot tell you anything like that because I don't know. Sometimes I make eighteen or twenty dollars and sometimes more. My cousin who helps me makes fifteen dollars a week and so does his sister and my boy makes seven dollars a week. My wife spends some of her time here in the store and sometimes she takes out something."

SOMETIMES \$5, SOMETIMES \$25.

"How much does she take?"

"Well, some weeks she takes out five or ten dollars and other weeks she takes out fifteen, twenty

or twenty-five dollars and sometimes she takes nothing."

"Then, considering that your two cousins make a salary of \$15 a week, and the boy \$7 and assuming that your wife takes an average of \$10 and you \$20, you would say that the store is earning about \$65 or \$70 a week? Is that right?"

"Well, something like that."

"How much capital did you put into the business?"

"I started with nothing and had credit for \$150 and my business has gradually grown to what it is to-day."

"Is your stock all paid for?"

"Yes."

An appraisal showed a value of \$7,000 net! The man had built up a prospering business without any real knowledge of what he was doing or how he could do it better. He may have been naturally a good salesman, his living expenses were naturally modest and he had a popular line that almost sold itself, without serious competition in the neighborhood.

But perhaps the reader will think this is not a typical case. Plenty of other instances can be taken right out of New York City, where certainly the opportunity for education is not lacking.

HIS COST "90 PER CENT!"

One of PRINTERS' INK's investigators asked a druggist who has been several years in a good neighborhood what his cost of doing business was. He said it was 90 per cent! Questioned further, he explained that he had *included the cost of the goods!*

Another druggist when asked why he did not keep books or figure his costs, said, "What's the use? I have no one to account to but myself."

Still another, when asked the

same question, "How do you figure your costs?" replied:

"Never figured them," he said. "I am glad if I can pay my bills every month, see a ball game and go to the theatre once in a while." But, he added, "I think it's about 30 per cent."

Asked why he thought so, he said he had heard others say that should be the logical cost to a drug store of doing business! And yet this man has a fine, up-to-date store, and has a large volume of trade.

These are typical instances in the drug trade. The average druggist does not keep books or have anything but the vaguest notion of how he should buy and price his goods in order to conduct his business in a sound way. This is not because he is lacking in general intelligence. It is partly because he is a professional man and partly because the task of keeping accounts is a tremendous one in the drug business and stock-taking is almost out of the question. The average druggist carries 10,000 items, and these are not all handed over to the consumer in the original package, but many are broken up for use in compounding medicines and toilet preparations. It should not be thought that the large chain drug store with its 15,000 or 16,000 items has an easy problem. The loss by theft, graft, breakage and spoiling is enormous.

DRUGGIST WAS BEATING HIMSELF

One independent druggist, of a progressive kind, describes how he turned darkness into daylight. He had been having a hard struggle to make both ends meet. At length it occurred to him to study the chains and he did so. It then dawned on him that the chain drug stores were giving up only a small part of their time, space and selling effort to prescriptions—he figured it at about ten per cent. Its proportion in his own business was over 40 per cent. He at once stopped pushing prescriptions and began to pay more attention to the general sundries and specialties, with the result that in a short space of time his

worst difficulties had vanished.

The moral of this is that the average druggist is trying hard to beat himself and the chain is only helping him do it. A comparative study of his costs would point out the solution in each case.

The average city grocer has to pay more attention to his books than the druggist does. His task is an easier one since he handles only some 4,000 items. But he and a majority, a very large majority, of retailers in all lines, fall short of the practice of the best independents and very far short of that of the chains. Few keep accurate accounts of the income and outgo of stock, and of waste and depreciation; know their costs or price their goods right. Some tradesmen get at these things by instinct, are naturally saving, buy closely, and price their goods with reference to competition. But the majority of tradesmen succeed, if they do succeed, because most of their competitors are like them. It is only when the chain store, department store, mail-order house, enter their field that they come to realize that something is wrong. And even then it seems to them to be the other institutions that are entirely at fault and "unfair competition" entirely responsible for the increasing burden.

COMPARE CHAIN ACCOUNTING

Compare these independent methods of the majority of retailers with the accounting methods of the chains. Take the best known, and probably the best methods of all, those of the United Cigar Stores Company, described by Mr. Whelan in *PRINTERS' INK*. It is more elaborate than the practice of most other chains, but theirs approximate it.

Every morning, while president of the company, Mr. Whelan had placed on his desk a list of his stores. Opposite the name of each store was a figure. This figure represented the condition of the store, that is, the ratio of business to opportunities. It stood for the tobacco consumption of each locality, the amount of com-

petition, growth of population and wealth, size of store and stock, number of employees, rent, advertising, special sales and every other possible factor. Some of these were known in advance of a store's opening and some were reported regularly. Twelve times a year, but irregularly and without notice, men from headquarters appeared at each place and took stock, but the stores also sent in daily by telegraph the amount of sales. A large accounting department kept complete record on all of these and every morning the results were reduced to percentage and laid before the president.

By comparing these percentages with the reports for the day, week, month, year or decade before, he knew absolutely whether the stores were going forward or backward.

It was important for sales reasons to know why, in either case. If the percentage for one of the two stores in, say, Oshkosh showed a tendency to fall off there was a call upon the accounting department for fuller statistics. Was it the sales? New competition? Poor clerks? High rent? Or what? If the statistics failed to show, other machinery was set in motion to find out what was wrong and remedy it.

If the percentage showed a consistent gain, it was looked into for another reason. There might be an exceptional man there who would be needed for bigger work. Or the buying power of the vicinity had increased and the formula would call for revision.

ACCOUNTING TO STEER SALES

The accounting, we see, was not merely to effect savings, as that is ordinarily thought of, but is a means of steering the *selling campaign* through locating the high and low spots of the market. Everything that Mr. Parlin pointed out in his recent important article in *PRINTERS' INK* on why and how a manufacturer should make trade investigations was worked out years ago in the practice of the United Cigar Stores and has been consistently applied.

Doing this is expensive. It probably helps to put the United cigar stores' absolute cost of doing business higher than that of the independent store's. But it must not be lost sight of that this absolute increase undoubtedly means a *relative decrease* in the *percentage* of cost. This is effected through the increased stock turns which the increased efficiency makes possible.

Another illustration of how a high number of stock turns will bring down the cost of doing business is had in the experience of a chain grocery store in New York that registered more than forty turns in a year. Its cost of doing business was 7 per cent as against other grocers' 12, 15 and 20 per cent. But it cost another store in this chain 17 per cent to do business.

The individual cost of doing business varies so greatly with each line of business and with each city and locality that it is not possible to summarize conditions except in the most general way, and only for the purpose of rough comparison.

It costs independent grocers the country over from 15 to 20 per cent, on the average, to do business. Exceptional grocers will do better and many others much worse. The cost has increased more than one-quarter over what it was ten years ago.

From the figures available for a few of the chains, it would appear as if the average cost were 10 to 15 per cent, individual stores of the chain doing better and many worse.

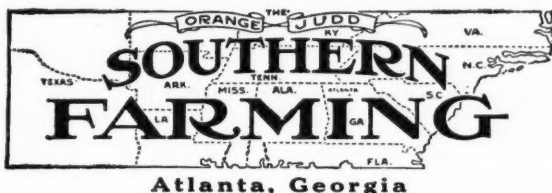
CHAINS' COSTS LOWER

Independent druggists probably average a cost of from 25 to 30 per cent, with a few less and many higher. The chains can shade this, but it must be remembered that most of the chain drug stores are in large cities and occupy expensive corners in the best sections. Their average for successful stores may run from 22 to 25 with of course new stores above it.

The cost of doing business is for the average tobacco store

DIRECT to "Dixie land's" best and biggest farms—straight into the homes of the foremost agriculturists of the *New South*—goes the story of your goods when you use the advertising columns of

The Farm Weekly Covering the Whole South



A consistent advertising campaign in **SOUTHERN FARMING** will sell your goods in the fastest-developing farm field in America. It will bring you *big returns* from this *great and growing market*!

75,000 Circulation Weekly

among *live, thinking, prosperous, white* Southern farmers—who are applying in their farming the same practical and progressive methods that have made the Northern and Western farmers so prosperous.

Do you know the *New South*? Do you appreciate its vast agricultural resources? *We're ready with the facts you need!*

Address Nearest Office for Sample Copies and Advertising Rates

We are members of the Audit Bureau of Circulations

ORANGE JUDD COMPANY

Headquarters: 315 Fourth Ave., New York

Southern Office: Candler Building, Atlanta, Ga.

NORTHWESTERN OFFICE

Oneida Bldg.

Minneapolis, Minn.

WESTERN OFFICE

1518 Michigan Blvd. Bldg.

Chicago, Ill.

EASTERN OFFICE

Myrick Bldg.

Springfield, Mass.

about 15 to 20 per cent. The United can probably show costs from 8 to 10 per cent all the way up.

The independent 5-10-25 cent store does business at a cost of 22 per cent, while the chief chains get out of it for 20 per cent, both figures being averages.

Dry goods are said to average 18 to 25 per cent in cost, jewelry 20 to 35 per cent, boots and shoes, 18 to 25 per cent.

The average for the country in all lines has been put at 23 per cent, and though this is purely a guess, it is probably not far from the truth.

In those lines, independent or chain, which show a large turnover and a consequent low cost of doing business and it might be added, large buying power, it goes almost without saying that the business is done well-nigh exclusively on a *cash* basis, and also without deliveries. Not everybody, however, likes to trade in, say, a grocery store of that kind, and other stores giving credit and making deliveries can exist alongside of it even at a considerable higher cost of doing business. Again, as we have seen, price-inducements often fail to overcome "personality."

Here are the figures for one of the lowest cost chain grocery stores in New York City:

Rent (per week).....	\$35.00
Salary, manager. 1% on sales and	12.00
Salary, assistant.....	6.00
Paper and string.....	3.00
Ice and light.....	1.50

The proprietor does not figure on supervision and office management because he makes a profit on all goods before they are sold. He buys at wholesale and sells to the store at an advance. There is no telephone in the store and it carries only dry groceries—no milk, cheese, potatoes or vegetables.

AVERAGE COST OF 13 PER CENT

Another grocery chain in New York City has an average cost of 13 per cent, of which 7 per cent go for wages; 4 per cent for rent, including stable and delivery; and 2 per cent for incidentals, includ-

ing light, heat and insurance.

It should not be overlooked that in every line where there are chain stores there are independents, often located next door or across the way, who defy all competition. It will almost invariably be found that these men are members of buying associations and do most of the work in their own stores, as in trimming windows, keeping stock neat and well displayed, properly priced, etc. They save on the wages of the clerk which the chain store has to have and this saving is often enough to make the difference. But that is a cramped living.

The drug line affords better opportunities than the cigar or grocery, and some live druggists are fighting the chain stores and beating them at it in many localities. When this is the case, it will quite generally be found that the independent has copied the methods of the chain store and has for proprietor a man of force and personality. The buying advantage of a chain drug store over a large independent might be 10 per cent though that is probably excessive, but the advantage from the possession of a live proprietor might be worth several times that. And there is not a little public capital to be made out of fighting a big corporation.

Oftentimes, as stated, the independent fears the competition of another independent more than he fears the chain store. He knows that the chain store manager has to make a profit—as a general thing—and that in some of these cases he is not a real manager but merely a floorwalker with assigned duties. And he is not afraid of him, nor afraid of the organization back of him which is too ponderous to move quickly and too mechanical to compete successfully with a more human outfit providing the latter is no less efficient than the machine.

Where the chain's steam roller counts is where the ignorant or panic-stricken independent throws himself down in front of it to be promptly flattened out. As the majority of retailers in the lines invaded are of these types, it

Ex-Senator Beveridge is now on his way to Europe for Collier's. He will have extraordinary opportunities to get to the various scenes of action under favorable auspices. He will write exclusively for Collier's.

Fourteen Correspondents now contributing from the War Zone make every issue of Collier's a War number.

Collier's forms are closing every week, and every time they close, they close on opportunity. The forms for the January 16th issue close December 26th.

Collier's ^{5¢ a copy}
THE NATIONAL WEEKLY

A. C. G. HAMMESFAHR
Advertising Manager

Chicago

NEW YORK

Boston

COLLIER'S CIRCULATION
ISSUE of NOVEMBER 21ST

Press Run.....830,500
Gross830,170
Net818,732
Net Paid.....808,096

Member A. B. C. and Quoin Club.

A UNIFORM TRADE MARK
IDEA FOR GOODS MADE
IN U. S. A.

is the heading of the thirteenth page in Collier's "Made in U. S. A." campaign.

First installment of "Barbara's Marriages" by Maude Radford Warren.

Both in Collier's for Dec. 26.



looks as if the immolation and elimination would continue for a while longer, or until the organization of the retailers into co-operative associations becomes more effective.

But as has been before pointed out, the manufacturers will have no great cause to felicitate themselves on this eventually unless their trade-marked brands are protected so that they can advertise them and secure a distribution for them.

With this article ends the survey and comparison of retail store methods. The next and last article sums up and puts the question up to the manufacturers.

(To be continued)

Edison Rebuilding in Progress

A spectacular fire in the Thomas A. Edison plants in West Orange, N. J., on December 9 caused losses estimated at about \$1,000,000. The loss was first placed at \$7,000,000, but it was afterwards discovered that hundreds of thousands of dollars' worth of instruments, machinery and materials supposedly destroyed had been removed to places of safety during the fire and that the buildings were not damaged as badly as first thought. Work of rebuilding is already in progress and it is Mr. Edison's intention to employ in the task as many as possible of the men thrown out of work.

The buildings destroyed include the moving picture building in which the Edison photoplays were constructed and the plants of the Bates Numbering Machine Company, Edison Diamond Disc Phonograph Works, Edison Phonograph Cylinder Works, Edison Primary Battery Works and the Blue Amberol Phonograph Works.

An interesting development in advertising, as a result of the fire, is the copy used by the Watson Solar Window Company, Chicago, in the *Engineering News* this week. A newspaper report quoted Mr. Edison as saying:

"One error revealed was in not using steel window sash and trim and wired glass that withstands great heat. We shall certainly have to use that finish henceforth."

This was made the basis of the advertisement, and on December 12 the company mailed Mr. Edison a proof, asking for an opportunity to figure on the work.

Buys Brooklyn "Times"

Carson C. Peck, vice-president of the Brooklyn Times Corporation, has become sole owner of the newspaper, having bought every share of stock and every bond. There will be no change in the policy of the *Times*, it is announced.

How Foreign Customers View American Catalogues

T. N. Chambers, of Williamson, Balfour & Co., importers of Antofagasta, Chile, comments as follows on the catalogues of American houses in a letter on the subject published recently in *The Iron Age*:

"By every mail we receive quantities of catalogues and other printed matter from the United States. Some of these are beautifully prepared, but the bulk of them go into the waste paper basket. Why? Because a large number of manufacturers have a notion that we want to see photographs of themselves, their sons, secretaries, treasurers, etc. A large amount of space is also devoted to views of the factory and in telling the impatient reader the number of acres it covers and that it is the largest in the world in that line. We are not at all interested in this. What we want to know is the article and the price. To get at the latter, it should be shown f.o.b. New York. Some manufacturers put their prices f.o.b. factory. How do people down here know the distance from the factory to New York, or the freight rates? Another will forget to put in the shipping weights and measurements of the machinery, boxed for export. This should be given; then we can work out the shipping freights to the various ports."

Wrigley Sampling "Doublemint" by Mail

The William Wrigley Company, of Chicago, is conducting an elaborate sampling campaign on Doublemint, which it has been featuring in its advertising of late. A full package of the gum is sent by mail to each name on the list, a letter explaining the proposition being enclosed. The use of the mail instead of direct distribution is regarded as an interesting innovation in sampling, inasmuch as the cost is probably greater than would be developed under the other method.

Avery Co.'s Complete "Helps"

The Avery Company, farm implement manufacturers of Peoria, Ill., is featuring dealer helps in connection with its own advertising campaign. They include newspaper electrotypes, newspaper copy, posters and signs, moving picture slides, horse covers, umbrellas and souvenirs. The list of helps is declared to be the most complete ever arranged by a farm machinery concern.

Discontinue Publishing Lists of Beneficiaries

Several leading life insurance companies, including the Equitable and the Northwestern, have discontinued the publication of lists of beneficiaries of policies to whom death claims have been paid, on account of the opportunity thus given for get-rich-quick promoters to take advantage of the beneficiaries, many of whom are widows with little business experience.

Campaign That Increased "C & K" Hat Sales One-Quarter in a Year

Co-operation With Dealers and by Them Plays Important Part in This Campaign

By Robert A. Holmes

Sales and Advertising Manager, The Crofut & Knapp Company, New York

THE C & K organization has a slogan that represents punch, grit, determination to put it over. It is "ZOWIE!" Not simply "zowie," mind you, but a whole-hearted shout with fists doubled. A little while ago in a speech to the Advertising Men's League of New York I referred to the importance of keeping salesmen keyed up to concert pitch, and to illustrate the point I told about "Zowie!" It seemed to mean a good deal to those who heard it, and I am glad to correct through PRINTERS' INK various published versions which miss the point. The way it came about was this. One week-end a

couple of C & K salesmen were up country and they went out for an auto ride. Going down the long Connecticut hills the power was shut off and the machine coasted. Once in a while there came a level piece or a little rise in the road and the automobile slowed up. Then everybody doubled up his fists and swung forward with a "Zowie!" "Zowie!" "Zowie!" until the car was fairly lifted over the crest of the next slope. It seemed to the C & K men that "Zowie!" was a good thing to put into the business.

So when the calamity-howler appeared in the land in November, 1913, with his elb predictions of

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

dire misfortune for everybody who listened to him, with his plausible arguments based on the new tariff and other disconcerting things, it was no time for the C & K bunch to pay any attention to prophets of disaster. It was the beginning of the fiscal year and there were records to beat and new standards to raise.

LET DEALERS DROP TRAILERS

It was true that dealers generally were disposed to cut down their purchases and to watch their stocks more closely, but why not let them cut down on the other fellow? We had always believed that no matter how hard times were there was always business enough to keep one first-class factory busy and our only lookout was to see that ours was that one. A careful consideration of all the circumstances led to the conclusion that instead of expecting a falling off of business this was the logical time to go after a 25 per cent increase—and get it. The basis of this decision was the belief that dealers could be brought to understand that the proper way to cut down purchases and keep stocks within reason was to cut out the pikers, the trailers and the copy-cats. When times are booming there is plenty of business for people who do not deserve it; salesmen whose only appeal is a good story, factories that simply follow the lead of their betters and manufacturers whose whole stock in trade is their ability to imitate methods and styles originated by the brains of others. These were the operators whose merchandise cluttered up the dealers' stocks, and if they could be eliminated the rest was easy. Factory and sales and advertising departments entered enthusiastically into the campaign, and "Zowie!" was the watchword. The manufacturing department was ready to increase its facilities and prepare to fill promptly the increased orders that the sales department agreed to produce. It took some nerve and a flattering confidence in the efficiency of the sales force and advertising department to enlarge the productive ca-

capacity of the factory in the face of wailing forecasts of failure.

The key to the situation was the advertising. The campaign must be carefully planned and the advertising must be the first consideration. The foundation must be sincerity and the advertising must carry that confidence home to the dealer. How better could that be done than by being perfectly frank and taking the dealer into partnership? The advertising department decided to issue to customers and live prospects a plain statement of the purposes of The Crofut & Knapp Company. Just what that statement should say and the form in which it should be clothed were the occasion of anxious thought. The sales and advertising department had pledged itself to produce a 25 per cent increase in the orders in the face of big odds, and a false step would be fatal. The title was decided upon first. It should be "A Straight-from-the-Shoulder Message from The Crofut & Knapp Company." A happy inspiration finally settled the question of the contents. Why not turn the thing around and base the appeal on the ability of The Crofut & Knapp Company to increase the business of its customers 25 per cent? This point of view was certainly more likely to prove interesting to the dealer than any statement of the C & K Shop regarding its own business. So the message opened this way: "We will increase our business 25 per cent during 1914—but—to do this we must increase your hat business—you must get yours before we can get ours. Every business move we make this year will have for its object an increase in your business. This is the only way we can get ours."

THE CARDS ON THE TABLE

As a hat factory depends largely upon reorders, this statement was logical and calculated to inspire confidence. There was no attempt to make the dealer believe that C & K were engaged in a philanthropic enterprise. It intentionally gave first place to the selfish purpose of The Crofut & Knapp Company to increase its



"IN OUR BUSINESS, THE MONTHLY COPY OF SYSTEM IS PART OF OUR FIXED ROUTINE—ALMOST AS FIRMLY ESTABLISHED AS OUR MONTHLY TRIAL BALANCE.

"IT IS READ FIRST OF ALL BY THE WRITER, THEN BY OUR GENERAL MANAGER, AND THENCE IS PASSED ALONG FROM DEPARTMENT HEAD TO DEPARTMENT HEAD—UNTIL EVERY EXECUTIVE IN OUR ORGANIZATION HAS HAD HIS INDIVIDUAL AND THOROUGH SYSTEM-SESSION."

Joseph Nelson



BUILDERS *of* AMERICAN BUSINESS

JOSEPH VEHON

**PRESIDENT OF THE ROYAL TAILORS
CHICAGO**

NUMBER XIV in the series of portraits of readers of SYSTEM

own business. Then came a carefully prepared statement of the means that would be employed to bring the increased business to the dealer.

Here's what we will do—

This is the Foundation

1. We will make better hats for you than have ever been made before—they will cost us more, but you'll pay the same. The best possible materials will be used and the most expert workmanship employed.

2. We will give you the choice from the most attractive variety of exclusive styles, colors, and textures the C & K Shop has ever produced. The Autumn samples include a sufficiently wide range for you to select practically your entire needs. We will keep you posted, through the New-Thing Club, as to every new development.

3. We give you positive assurance that, with the largely increased production of the C & K shop, deliveries will be prompt and satisfactory.

That was the factory's part of the contract, and it was properly given the position of prominence to show the dealer that, whatever followed, the foundation of the proposition was first-class merchandise, proper styles and prompt deliveries.

Having stocked up with C & K merchandise, the dealer was assured of efficient help in moving it off the shelves. The Message proceeded:

And then—

4. The Crofut & Knapp production will be extensively advertised in publications of national circulation.

5. We will send to each name on the mailing list of every customer who takes advantage of this offer and agrees to pay the postage at one cent a copy, an attractive loose-leaf catalogue featuring the C & K styles the dealer carries. (The most effective mail advertising we know of.)

6. We will send bright window cards, store cards, signs, movie slides and a variety of business builders to focus the national advertising on your shop—also, corking cuts for newspapers. We will furnish ready made ads if they will help you.

7. The whole C & K organization is at your service and every effort will be put forth to co-operate with you in every possible way.

It would be interesting, perhaps, if space permitted, to describe in detail the plan and preparation of the C & K loose-leaf catalogue, which subsequently played such a prominent part in the campaign. It brought home the bacon.

Having stated what the customer might expect from The Cro-

fut & Knapp Company, the Message put up to the dealer very frankly what his part must be if the scheme was to be a success:

Now then—in order to realize fully the possibilities of the combination—

This is what you should do—

1. Make up your mind whether or not Crofut & Knapp can help you to increase your business. If yes, then resolve to go into it with all your might from an entirely selfish standpoint—because there is a business increase in it for you.

2. Look over the C & K line very fully and make your selections after due consideration. Buy carefully; placing your order for enough, but not too much.

3. Cut out the copy-cat and the piker—don't try to corner the style market.

4. Display C & K merchandise and use every advertising help. Feature the goods in your newspaper announcements and windows.

And this is important—

5. The more heartily you enter into this the more effectively we can serve you. We are not unselfish—we intend to increase our business—but we are going to make the C & K-less dealer contribute to our prosperity by sending his customers to you.

6. If you will drop us a line indicating your intention to allow us to help increase your business we'll start right away.

The Message closed with this prediction of the result of proper co-operation:

"We (you and C & K) will get business because we will deserve it."

DRESSING UP THE MESSAGE

The advertising department felt that the mechanical dress of the Message was second in importance only to its contents. It needs no argument to prove that there is sincerity in type and layout as well as in letter-press. If the Message was to get over and be convincing it must be dignified, but before it could be effective it must be read, and so must be physically attractive. When the copy was written the printer was called in and instructed to set the Message in 14-point Caslon on as many pages, $4\frac{1}{2} \times 5\frac{3}{4}$, as the copy would run. This size was chosen because it was the familiar shape of "The Hatman," the thirteen-year-old house-organ of the company. Care was used in setting so that the various parts of the Message would divide naturally. When the pages were set and

the proofs in, the artist was sent for and instructed to make illustrations to fit the blank spaces at the bottom of three pages where the type did not fill. The pictures were carefully designed to illustrate the text with just a touch of humor, but to scrupulously avoid even bordering on the frivolous. The whole thing formed an eight-page booklet with a four-page cover, with the title pleasingly lettered in bright orange on a solid black background relieved by a narrow white line.

This Straight-from-the-Shoulder Message was sent to the customers of the house and to a selected list of live prospects. The response was immediate and impressive. Letters came from all directions from dealers who were using the goods and from new customers, expressing a desire to co-operate and stating their determination to use our hats to the exclusion of other makes. There was no question of the entire success of the plan and of the presentation. It was not a wonderful piece of work. It was rather homely in its mechanical attractiveness and very plain in its wording, but it was sincere, and I believe that is the secret of the success of the Message.

Every resource of the sales department was brought into play to follow up the advertising. The salesmen entered into the work loyally and enthusiastically, and the "Dope Sheet," the weekly house publication which is the means of communication between the sales department and the men on the road, was of immense assistance in keeping up the enthusiasm. The Message was copied in "The Hatman," and its pages were kept ringing with the 25-per-cent-increase idea. Not for one moment was the main thought—the 25 per cent increase in the customers' business—lost sight of. It was a real issue and everybody in the organization believed in it. This was, after all, the big, boosting element in the success of the campaign. Right there was the "Zowie!" Without that faith the mountains of difficulty could not have been removed. We were all sure that

the proposition back of the idea was right, and it is the lack of that inspiration that dooms many a well-laid plan to failure. It was the result of years of building that made the faith possible, and it is the omission of the preliminary work that makes many a concern look for co-operation where it is not.

The campaign came up to the first of May—the end of the half year—ahead of the schedule, and with the worst part of the year over the rest was largely a matter of production. The twelve-month closed with a margin to the good. Not the least of the benefit is that the momentum of that effort is still felt, and the C & K sales force has an increased faith in the effectiveness of "ZOWIE!"

Name of Manufacturer on "Made in U. S. A." Labels

GEORGE POLL & Co.
Manufacturers and Importers of
High-Grade
Aseptic Surgical, Dental and Hospital
Furniture, Sterilizers and Supplies
BROOKLYN, N. Y., Dec. 10, 1914.

Editor of PRINTERS' INK:

Adopting the idea developed by the *Dry Goods Economist*, we have had designed a "Made in U. S. A." label which is to be attached to all our products.

We believe that those manufacturers who are using strictly U. S. A. crude material in their products should emphasize this fact as strongly as that their products are made in U. S. A. It is certainly patent that if a buyer believes in U. S. A. products he will be more strongly influenced to place his orders with a manufacturer when he knows that the crude material is domestic.

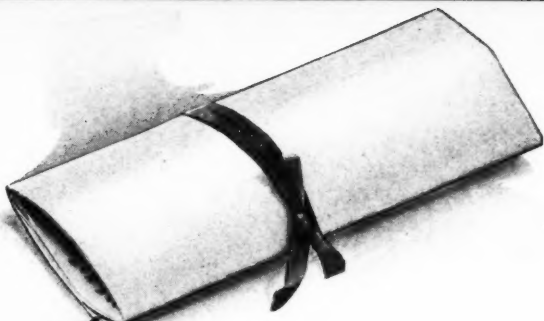
We also believe that each firm using the "Made in U. S. A." slogan should have its name on the label in order that the consumer may know where to place credit or blame.

G. U. GATES,
For the Company.

Department Store's Appeal to Little Folks

J. Bacon & Sons, a Louisville department store, have been featuring in their regular advertisements a special section styled "The Santa Claus News, a Journal for Little Folks." The latter consists of a wireless from the North Pole, signed by Santa Claus. This is the fourth year that the plan has been used by this store.

Arthur P. Rapetti, formerly with the American Locomotive Company, has joined the advertising department of the Gerhard Mennen Chemical Company, of Newark, N. J.



The
Biggest
Advertising
Contract
Ever
Signed

Ten
Million
Dollars

in One
Medium

see next
Page



Wrigley
has contracted
for \$10,000,000
worth of United Profit-
Sharing coupons to be
packed with



Besides being given with all purchases in United Cigar Stores these coupons are now also packed with nationally known products, among which are the following:

Wrigley's Spearmint and Doublemint Gum
Durkee's Salad Dressing
Wesson Salad Oil and Snowdrift
President Suspenders
Durham Duplex Razors
Nesco Royal Granite Enamelled Ware
Beaded Tip Shoe Laces

Swans Down Flour
A. P. W. Paper Co.'s Toilet Papers
Boston Garters
Rubberset Tooth Brushes, etc.
Swift & Co.'s Soap Products
B-B Dustless Mops and Polish
Delong Hooks and Eyes, etc., etc.

The greatest Defensive Measure ever devised

Competition—How can we meet it!

That's a problem that gives pause to all advertisers. It's keeping many an advertising manager awake and wrinkling the brows of more than one advertising agent.

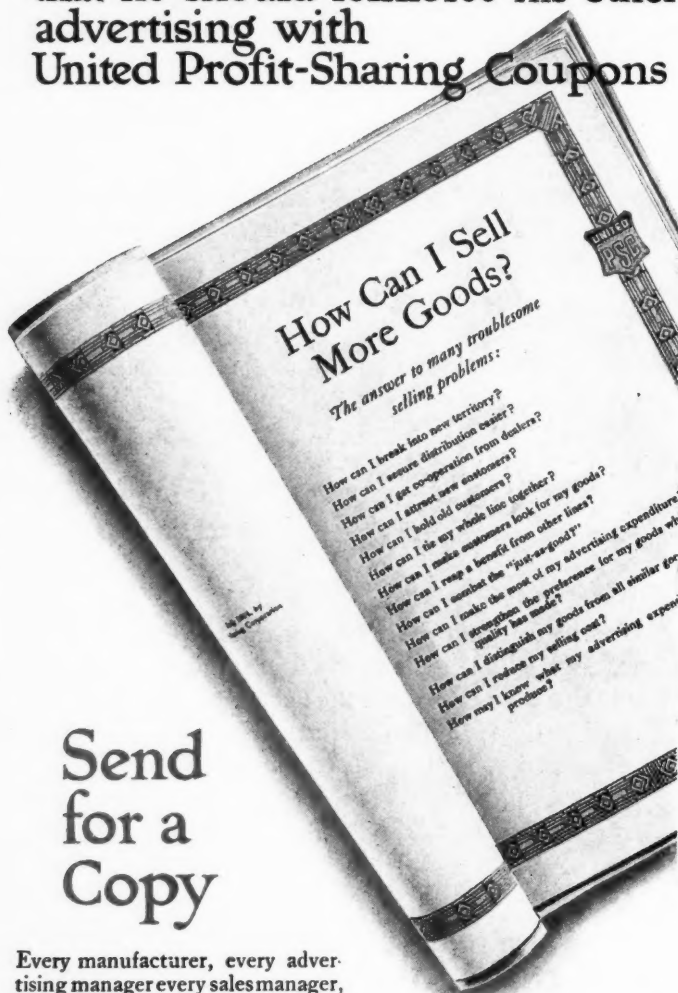
The United Profit-Sharing Plan offers a new means of defense. It makes the United Cigar Store Coupon system available to all manufacturers whose standing and goods qualify them to become members of the United Profit-Sharing Family.

Not a substitute for other forms of advertising —An Auxiliary

United Coupons have no magical power. They will not take the place of quality in the goods, nor will they overcome the need for other forms of advertising and sales effort. Their function is to strengthen, instead of displacing, the methods of merchandising now practised by progressive manufacturers. They hold customers by

Giving a bigger value to your products without raising the price, lowering the quality or reducing the profit.

This book convinced Mr. Wrigley
that he should reinforce his other
advertising with
United Profit-Sharing Coupons



Send
for a
Copy

Every manufacturer, every advertising manager every sales manager, every advertising agent should read this book. Sending for it places you under no obligation. We only ask you to read the first chapter entitled, "Repeat Sales—the Profit-Makers." You'll read the rest.

United Profit-Sharing Corporation, 44 W. 18th St., New York

A Charity Campaign That Was Put Upon a Selling Basis

Worked Out by Advertising Men Who Gave Their Services Instead of Money

[EDITORIAL NOTE:—The writer of the following seasonable article is an advertising man who took part in the work described. He prefers to remain anonymous, inasmuch as the credit for what was done is shared by a number of Baltimore's advertising men.]

ON October 6, when the Belgian Relief, Buy-a-Bale, Red Cross, and other campaigns for funds were in full cry, a Baltimore charity sent out five hundred appeals for contributions and got back ninety responses, totaling \$1,504, directly traceable to the letter. To this they added over \$2,000 more through personal interviews where the letter had definitely paved the way. The list was not an especially selected one in any respect.

In another city, a similar organization sent out, before the war began, when there was infinitely less competition for money, more than *forty-eight thousand appeals*, and got back one hundred and seventeen replies! The total amount subscribed was \$1,167.50.

What made this tremendous difference? Just this:

For generations, when a charity had a doctor job or a lawyer job on its hands, it called in some doctor or lawyer who was willing to give his time for the good of the cause. Last spring a Baltimore advertising man was impressed with the poor quality, from a selling standpoint, of an appeal which had just reached him. He asked himself "why is not the preparation of an appeal for funds from a charity just as truly a task for an advertising man as a broken leg or a loan-shark case is a task for the professional man?"

He took this idea, with some hesitation, to the secretary of a leading Baltimore philanthropic organization and found that it was welcomed with open arms. Apparently the social workers had never thought that they could call in an advertising man or even that there might be a way in which

such a man could serve them.

The appeal mentioned in the first paragraph was one result of this interview.

As A—— studied the proposition he found that there was a very large field for his work. In its essentials it was purely a selling problem, but a stiff one—that of getting good money for nothing more tangible in payment than a sense of duty fulfilled.

Fortunately, the secretary had already done much excellent work, so far as his time permitted, especially in having kept careful tabulations of results from previous appeals. These made it evident, for example, that best results had come from filled-in form letters.

NEED FOR A TRAINED MAN

But the letters themselves showed the natural deficiencies of any sales letter produced by a mind trained to excel in a widely different field. They were, in fact, little more than bald appeals for money. Under the advertising man's guidance, the prospect was led into this essential part of the programme through pleasant meadows of interesting information regarding the society's methods, and beside rippling streams of heart-throbs, which prepared them for a favorable reception of the request for aid. This not only increased the immediate responses, but has already shown its effect in a growing knowledge of and interest in the society—it has built up a valuable "good will" which mere calls for funds could not do.

Similar letters were no longer sent to all classes of prospects. Special terms to the appeal were given to fit it to regular contributors, "delinquent" contributors, and entirely new names. Wherever possible, separate letters were sent to women and men. It became evident that women would gladly read through and get profitable information out of a letter

the mere length of which would repel a business man. On the other hand, the men could be written to less formally—handled without gloves, when necessary.

One successful letter to women during the summer was a two-page one, half of the first page being devoted to photographs of children who were pulled through the preceding summer by the Society. This letter and its companion, which went to the men, so clearly pointed the methods which A—— has found successful that I will quote them in full. You will see that they are the result of as careful study as if he had been preparing the letters to get agents for a new motor car.

THE LETTER TO WOMEN

DEAR MRS. DAVIS:

Should babies like this *live*? Were they worth the few dollars apiece that it cost to save them last summer? Yet they are only a fair example of last summer's work in over a thousand distressing cases.

To suggest what we are doing, let me quote three cases out of the dozens which have come to my personal attention one day this week:

This is the story of three little tots. Their mother is dead, their father incurably ill in a hospital, and absolutely no relatives to provide their moral or financial support can be found. Instead of their being left to shift for themselves we heard of the case and have placed two of them for the summer with a kind-hearted family (at a cost of \$5.00 each for outfit and transportation), and are boarding the third (at \$2.50 a week) until it is physically fit to be sent to another family.

One of our trained workers found a seven-weeks-old white baby in a negro hovel in a wretched alley. Its mother and father had simply deserted it. The negroes had taken it in rather than see it die, but they were too poor and too ignorant to care for it, and when found it was half starved and miserable beyond description. Its care in a good private home will cost us \$3.50 a week for the rest of the summer and then it will go to make some childless home happy. I saw the child Monday—a week after we took it—and it was already greatly improved.

Another baby, eleven months old, was discovered almost dead from sheer neglect, weighing no more than a normal child of three months. We found that its mother had been leaving it alone in the house all day, while she spent her time in idleness around the neighborhood. She was simply "no good," and no effort on our part could arouse in her the slightest interest in her child. This little one is now winning its fight for life, and if country air and loving care can be continued through September, it will be guaranteed its right to live.

I believe that I could cite cases enough—some of them distressing and sordid beyond anything most of us could imagine—to loosen the purse-strings of every child-loving woman in Baltimore. Might not your summer be made a little pleasanter by the thought that you had shared in this most necessary work? Every dollar you send will go *directly* toward helping some baby to live happily who must otherwise be left to die or worse.

I cannot imagine a worthier cause. Can you?

Very truly yours,

General Secretary.

P. S. Any child in distress is an object of our care—we make no distinction of race, color or creed. Kindly send your name with your contribution so we can properly acknowledge it.

Besides proving most productive of funds, this letter gave rise to comments on the part of recipients which showed very plainly that it was not a line too long to get a thorough and cordial reading.

THE LETTER TO MEN

Note how radically different is the letter sent to men. It is even more straight-out-from-the-shoulder, and has an air of business that they appreciated.

DEAR MR. BROWN:

Suppose—if you can stretch your imagination that far—you had been deserted when you were seven weeks old, and two poor ignorant negroes had taken you to their hovel in a wretched alley rather than see you die. If you had been brought up under these conditions *do you think you would be the man you are to-day?*

Yet that is just the plight in which the Society found a tiny white baby the other day, half starved and miserable beyond description. Under our care the child will soon be well and healthy again, ready to make some childless home happy, and to grow into a useful citizen.

It was all in the day's work—just an ordinary case, typical of a thousand which are coming under our care this summer. I mention it simply to put a new light on the letter which we sent you a while ago, signed by W. B. ——— and David G. ———; see the enclosed copy.

This letter brought a very generous response in sums varying from \$50.00 to \$5.00, with a few contributions even smaller. In spite of this we still need \$2,400 this summer for the thousand little victims of heat, poverty, disease and neglect who literally have no one else to save them from suffering or even death.

Might not your summer be made a little pleasanter by the thought that you had spared a few dollars for this most necessary work?

Very truly yours,

General Secretary.

P. S. As our "overhead" is already

taken care of, every dollar you give will go *directly* to the aid of some child in distress—regardless of race, creed, or color.

But the banner letter that these men have yet turned out was the one with which I made my introduction. As the Society has already had several requests from charitable bodies in other cities for permission to copy it, with suitable modifications, for their own use, this, too, may be worth quoting in full:

THE \$3,000 LETTER

DEAR MR. SMITH:

I am anxious to have your advice. I feel sure you will give it willingly, as your financial aid in the past has shown your interest in the Society. In brief, this is the case:—

The Society has always "cut its garment according to its cloth" and has thus succeeded in avoiding an annual deficit. We planned our work this year with the same thing in mind. But two unforeseen conditions have arisen—the Baltimore public has been drained to complete the endowments of certain big institutions, and "hard times" incident to the war have prompted many business men to withhold their usual contributions.

The result has been that, during September, when we could normally count on contributions of at least \$4,000.00, we received exactly \$130.00. THINK OF IT! We have considered curtailing our work, but we cannot curtail our legal and moral responsibility of 1,200 otherwise homeless and friendless children, nor can we curtail the number of other little sufferers from poverty, neglect and disease who need our help—in August we took over 140 new cases.

What can we do? With our usual sources of funds failing us, we instinctively turn to a few of our friends for suggestions. You see how badly help is needed. I hope you will give me your very best opinion.

Even if you have no plan to propose, perhaps you can interest some friend enough in our work so that he may be led to send us a contribution as you have done yourself in the past, and as I feel confident you will do in the future.

Very truly,

General Secretary.

P. S. I enclose an account of not an unusual case that may interest you. If you could use a few duplicate copies of this, let me know.

Think of it! Over \$3,000 in cash, in hard times, as the direct or semi-direct result of a letter that didn't outwardly ask for a cent.

The enclosure mentioned in the P. S. is another evidence of a charity turning to good account

the special talents of those interested in its work. It was a simple little thing but with the simplicity of perfection, printed at no cost by perhaps the leading exponent of printing as an art that America boasts—a vastly better contribution to the work than if he had sent a check for a corresponding sum.

In a dozen other ways, too, the advertising volunteer has been able to suggest things which might never have occurred to that other type of man who makes a successful social worker. For example, new sources of names of likely givers, such as taking off the daily list of contributors in a newspaper's campaign for a milk fund; the endless possibilities of "envelope stuffers," and the need of keeping the local papers supplied with news of the Society.

ENLISTING NEW "HELPERS"

Soon other organizations with which this charity co-operated learned of the new "worker" and the plan began to expand. Other advertising men were enlisted by an argument something like this:

"You are probably contributing a little to one or more charities in Baltimore, and wish you could afford to do much more. Perhaps you have even thought of doing some charity work. In that case you would ordinarily be assigned to some job for which you are no more fitted than a thousand others, and in which your value to the organization would represent a very small sum in cash. As a trained advertising man, you have a special knowledge that this or that charitable body actively needs. By giving them your services along that line, you will be making a contribution worth many hundreds of dollars a year." Not an appeal to their highest motives, perhaps, but it brought home the bacon.

Each recruit has been organized to a specific organization. Each has found his problem much like the other in general, very different in detail.

One man has tackled the publicity for the local refuge where down-and-outs saw wood for

meals and lodgings. Here he found not only a charitable institution making appeals for contributions, but a business house with goods to sell. He dug out the selling points of that wood and produced a circular which made an out-and-out bid for patronage, at market prices, based on those selling points—not on charity.

He unearthed half a dozen new classes of customers for the wood and laid out a circular-letter campaign to land them, and in a very short time made that woodyard stretch itself to fill orders. Of course he, too, has had his share of "appeal" letters to turn out.

A third man has associated himself with the most general of the non-sectarian charities. His work, again, has been very different because this society has a business manager who already had the methods of appeal well systematized and was a more than ordinarily successful letter-writer. Much of this volunteer's work, therefore, was of an advisory nature. But he has had plenty of professional work to do in injecting new life into the appeals for funds, preparing copy for donated newspaper space, and, in particular, in taking over the preparation of what is technically known as "case appeals"—letters sent out as occasion demands, by the branch offices, urging a small list of prospects to support a given case.

Hitherto these letters were written each by the branch secretary interested, with results that varied as widely as did the workers themselves. Now the advertising man brings his experience to bear on each case, making strong, human-interest letters out of what were too often incomplete, cold or overtechnical appeals. And he does this with a minimum of effort because, where lists do not duplicate, the same general line of argument can be used time after time, varying only the details to meet current needs.

Naturally these men are handicapped in their work by not being in constant touch with the activities of their respective organizations. They have found the best

way to overcome this, and also to keep their letters fresh and diversified, is to have the men inside—secretary or business manager—set down in the rough the idea that they want to get across, with such examples as may be needed. Then the advertising men put this into proper selling form, inject the strong arguments and suitably trim the whole for tempting reading.

These men are working hard, but they are planning harder. Their activities are only a few months old, but they look forward to the time when enough advertising men will have volunteered to provide an advertising counsel for each of the local charities whose work is of a preventive and not a palliative nature. Then they can unite in an informal committee to discuss successful methods and, above all, to avoid sending out appeals too close together—one Baltimorean recently found seven requests for donations in his morning mail!

Another step toward which they are striving is the establishment of a clearing-house for charity publicity to insure that items of real public interest arising in each organization are properly presented to the local press, and they also hope sometime to be in position to issue a co-operative monthly bulletin to be sent as educative work to contributors and prospects of the co-ordinated societies.

How far these plans will work out is for the future to decide. Meanwhile, although their work to-day may not be unusual, at least this outline of it presents more fully than anything I happen to have seen the possibility of advertising men working up out of their spare time a "by-product" of immense value to their community.

Possibly it may be especially timely to suggest that many an advertising man could make no more welcome Christmas present than to offer his services in this way to some worthy charity of his own town. It would be a present, too, which would be an endless source of pleasure and inspiration to him as well.

*Railway Age Gazette*Circulation
9,412*The Signal Engineer*Circulation
4,572*Railway Age Gazette*Circulation
4,317

Your Opportunity Is Coming

We don't believe in so-called "sunshine" talk, or in empty optimistic chatter; but we do believe that an opportunity is near at hand for every manufacturer and advertiser; an opportunity to sell those men who, in normal times, spend over

One Billion

annually for railway supplies, equipment and safety devices.

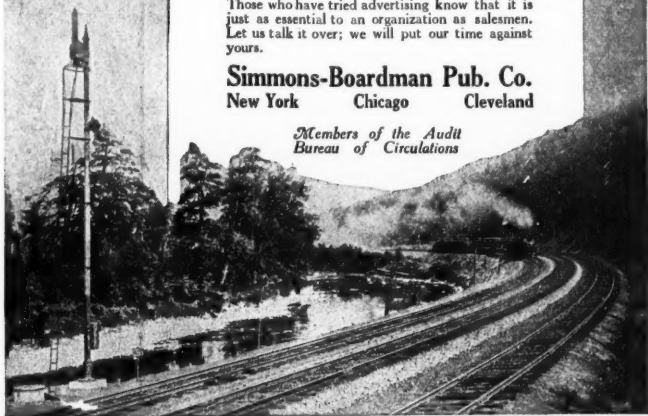
Do railway executives, purchasing agents, heads of departments and hundreds of other important employees know your product? Do they know every important argument why they should purchase your goods? Have you been telling them the inside story of your device week by week and month by month? Are you doing all that you can to push your product? **ARE YOU?**

Railroads must buy; they must buy soon! Never before were these keen, alert men in closer touch with the advertising pages of the **RAILWAY AGE GAZETTE** (Weekly); **RAILWAY AGE GAZETTE, MECHANICAL EDITION** (Monthly); and the **SIGNAL ENGINEER** (Monthly), than they are to-day.

Those who have tried advertising know that it is just as essential to an organization as salesmen. Let us talk it over; we will put our time against yours.

Simmons-Boardman Pub. Co.
New York Chicago Cleveland

*Members of the Audit
Bureau of Circulations*



62,086 Babies 94,798 Children

62,086 babies have been bathed, fed, dressed, put to bed, trained—under the care of **THE LADIES' HOME JOURNAL**.

At the present moment there are enrolled in "The Young Mothers' Registry" 13,195 babies, whose progress is painstakingly charted, watched and directed by **THE JOURNAL**.

Last year **THE JOURNAL** physician, Doctor Coolidge, replied to 20,090 letters—letters asking questions that were vital, questions that must be answered, questions with which anxious mothers would turn only to a source which had their implicit confidence.

This work is endorsed by leading physicians, and many hospitals have asked for and are using the feeding formulas worked out by **THE JOURNAL**.

Since "Flossie Fisher's Funnies" began to appear in the magazine, 94,798 letters have been written to **THE JOURNAL** about them by children, with the assistance of their mothers.

A baby or a little child stands for a home—a home with the best of life yet to come.

Not the completed "residence" of declining age, crammed with furniture, its tastes fixed, its cuisine settled down to a few favorite dishes, its choice of most commodities long ago determined. But a young home, with empty spaces picked out for the new chairs it hopes to have soon, with plans for redecorating, with ambition to have more clothes, more luxuries, and with the education of a family brightening the horizon ahead.

And a baby or a little child means a real home. Not a halfway-house between the North Shore and Palm Beach, or a place to rest between tango-tea and Tetrizzini. It means a normal, earnest, home-loving home, dreaming upward, eager for all that is new and progressive, with thousands of wants just developing and with an income increasing year by year.

That thousands of mothers of babies are constantly in personal touch with **THE JOURNAL**—representing hundreds of thousands of other mothers who religiously follow the baby and children's pages in **THE JOURNAL**, but do not sit down and write letters—this is the best indication of the type of families to whom the advertiser in **THE JOURNAL** may appeal.

Families with expanding needs, with eagerness to buy, with great and growing purchasing power.

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE
PHILADELPHIA

*The Young Mothers' Registry is but one of the 24 specific departments in which **THE LADIES' HOME JOURNAL** renders free personal service to its readers by correspondence.*

How to Organize a Window-Display Department

What It Will Cost to Maintain an Organization Which Can Get 500 Windows a Year—Displays Averaging a Week

By M. P. Staulcup

FROM what has been said in previous articles, the installation and maintenance of an efficient window-display department may seem a very expensive proposition. I have mentioned, for example, the fact that the Burson company's displays in Chicago were placed at an average cost of \$74.50 apiece. It should be remembered, however, that those displays were very elaborate, and were placed in stores which are difficult to reach and to interest: many of them large department stores. Furthermore, there are not so many stores of that class as there are of drug and grocery stores, for example, and it was not possible to obtain a great number of separate displays per year. Probably 150 to 160 stores would represent the limit for displays of that character, while in the drug and grocery stores it should be possible to obtain as many as 500 displays in a year. That of course, would bring the *pro rata* cost down.

Again, the figure given above includes the first cost of the display material, which was necessarily considerable. That material however, was still in our possession at the end of the year, and could be used all over again. The cost of keeping the displays in good condition was very slight, and regarding the original outlay in the light of an investment (which it really was) the cost per window would probably come down to about \$50. I think that is a fair estimate for the cost of a campaign in stores of that class.

In the drug field, however—I select that field for illustration because the stores are plentiful and the windows are small—an entirely adequate campaign can be carried on at a cost of about eleven dollars per window per

week, including a fair charge for depreciation of the display material. I shall return to this more in detail later on. That cost will depend somewhat upon the territory which is covered, but it is a fair estimate which in actual practice would be likely to prove high rather than low. So it is quite evident that the cost of such a campaign is not prohibitive.

I am referring, of course, to displays in the larger cities, which are to be installed and removed by men in the employ of the advertiser. It is advisable to supplement this work with a campaign of lithographed displays in the smaller towns, but that is a separate proposition which can be handled at much smaller cost from the home office.

QUALIFICATIONS OF THE DISPLAY MANAGER

The first step, and in many ways the most important step, is the selection of the man who is capable of directing the campaign. Such men are not plentiful, but I know of half a dozen who could fill the bill, and there are doubtless many more of them. Quite obviously this man must know how to trim windows, but he must also know how to present the proposition to the dealers, and he must have some pretty sound understanding of merchandising principles. The average professional window-trimmer is more of an artist than a business man, and the man for this job needs a mixture of the two characteristics. He must be able to create the displays in the first place, and must be capable of installing them satisfactorily in windows of varying dimensions. He must be able to "sell" the displays to the dealers, to talk intelligently to the clerks, to handle the regular win-

dow trimmer so as to avoid jealousy, to settle quickly and tactfully any disputes which come up because a competitor has had the display first, and so on. He must know the merchandise, so as to be able to size up the dealer's stock and make suggestions as to purchases, but he must be continually on his guard against any suspicion of overstocking the dealer. His relations with the jobbers require diplomacy, and an understanding of merchandising. Part of his duty is the conversion of the jobbers to an appreciation of the campaign — to make them boosters, in short—and he can succeed in doing that, or in accomplishing the opposite result, according to the way in which he handles himself. And lastly, he must be able to keep his records in a systematic way. He must be able to recall, at short notice, all the facts regarding any display which has been installed: who had it, where it was, the other stores in the same neighborhood, the jobber connections of the dealers, and so forth.

The best method of operation is to let the head of the department spend all of his time installing displays, and hire one or two assistants to remove them, pack them up, and ship to the next dealer. Competent assistants can be hired for \$1,200 a year. The head of the department would draw from \$2,500 to \$3,000.

It is best to start work with not less than six displays, no two exactly alike. Two men, working with six displays, can easily secure sixteen windows per month, with a week's display in each store. With twelve outfits the same men can secure 500 displays in a year, which represents about maximum efficiency. Twelve entirely adequate outfits can be secured for an investment of \$1,000—displays which would be suitable for the largest windows in the biggest stores. In stores where the windows are smaller, the investment would naturally be much smaller. A set of most striking displays for drug stores, for example, could be built for \$25 apiece, or even less.

The displays should be different in design and color scheme, for the reason that it is possible to go back into the same neighborhood, over and over again, with a different display each time. When I first went to Chicago, I thought that the field would be exhausted in three months. I was there a year and a half. More than once I have had Burson displays in competitors' windows, directly facing each other, and frequently as many as three displays were on view at the same time within a radius of four or five blocks. No two of them were alike, though they all advertised the same goods. Many stores have had Burson displays three and four times a year, simply because we were able to give them a fresh trim each time.

ESTIMATE OF COST

I strongly suggest the use of an automobile to transport the displays from place to place. A satisfactory car for the purpose can be bought for \$500. If it lasts five years, there is a charge of \$100 a year for depreciation. An office of some sort will be necessary, unless the advertiser maintains his own office in the city. The following is an estimate, roughly drawn necessarily, of the probable cost of such a department for the first year. It is based upon an outfit of twelve displays, and two men.

Salary of department head.....	\$3,000
Salary of assistant.....	1,200
One-fifth cost of automobile.....	100
Upkeep of automobile.....	360
Office, telephone, etc.....	500
Upkeep and depreciation of display material.....	100
Carfare	60
Incidentals unclassified.....	200

Total\$5,520

If 500 windows are secured during the year, which is not too much to expect, the cost will amount to a little more than eleven dollars per display. If all twelve outfits could be in use every week in the year, the total would amount to 624 displays. But it is next to useless to attempt to secure windows during the two weeks pre-



THE ETHRIDGE ASSOCIATION OF ARTISTS

ADVERTISING art in England and on the continent has reached a plane which, until recently, was unknown in this country.

European artists of reputation are deeply interested in the publicity problem, and advertising art commissions are as conscientiously handled as their most serious pictures.

Twenty-five years have elapsed since Sir John Millais painted his famous picture entitled "Bubbles" for Pears' soap.

At approximately the same time Harry Furniss, the famous Punch cartoonist, immortalized himself by drawing, also for Pears', his famous pen and ink design entitled "I Used Your Soap Two Years Ago Since When I Have Used No Other."

Both these artists, now dead, are best remembered for the examples of their work here cited.

In this country there is a marked tendency toward the use of better work, and the time will soon come when only good art, by artists of unquestioned talent, will be used by national advertisers.

To raise the standard of advertising art and enlist the sympathy of the better known artists, the Ethridge Company has formed an association of magazine illustrators who represent the highest standard of artistic achievement.



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Through this association an easy and convenient way is offered to the business interests of the country to become acquainted with the various techniques and terms of men of talent whom they may have found difficult to approach in the past.

The Ethridge Association consists of the following well-known illustrators:

RANSSEN BOOTH	HERMANN HEYER
ARTHUR WILLIAM BROWN	JOHN N. HOWITT
HARRY GRANT DART	HENRY HUTT
E. EMERSON, JR.	A. I. KELLER
A. T. FARRELL	W. B. KING
THOMAS FOGARTY	F. X. LEYENDECKER
EDMUND FREDERICK	RAY MORGAN
A. ALLAN GILBERT	E. V. NADHERNY
HOWARD GILES	HARRY TOWNSEND
W. D. GOLDBECK	CLARENCE UNDERWOOD
WILL GREFE	WILLIAM VAN DRESSER
RAY HAMBIDGE	C. D. WILLIAMS

T. K. HANNA

The Ethridge Association of Artists acts as your representative in dealing with these artists. All details are taken off your hands. Each commission is handled in a business-like manner. Preliminary layouts are made, when requested, by the Ethridge Idea Department, and in all cases the artist's work is directed along practical lines.

An interview is solicited with advertisers who are now contemplating new campaigns.

Estimates will be furnished embracing single designs or for the entire art requirements of a year.

The Ethridge Association of Artists
22-25 East 26th Street **New York**



ceding Christmas, and that time had better be spent in repairing and freshening the material. So there remains only a possible total of 600 displays during the year, with the twelve outfits. It ought to be possible for the men in the field to secure at least 500 of them, though it means hard work—the installing and removing of nearly two displays per working day. In an emergency I have, with my assistant, moved five displays in a single day—three removals and two installations, and one of the displays had to be shipped 40 miles. But that is not recommended for steady diet; indeed it is seldom necessary to handle more than three in a day.

By careful planning and arranging of schedules, it is possible to work a territory of from 30 to 75 miles in radius. Thus from Chicago I handled displays in South Bend, Elkhart, Evanston, etc., from New York I went to Yonkers, Kingston, Newark and Poughkeepsie, from Boston the campaign extended throughout practically the whole of New England. If the window-display man can succeed in awakening the interest of the jobbers, he will not have any difficulty in finding a place for all his available material. As a matter of fact he will speedily find himself with a waiting list on his hands.

SUBSIDIES ARE NOT NECESSARY

The window-display man should keep in close touch with the advertising department at the home office, for he can be of great assistance in getting dealers to use the advertising helps which are furnished. He can also influence many dealers to use newspaper space to advertise the line while the display is in the windows. More than seventy-five per cent of the dealers who had Burson displays devoted a part of their newspaper space to the line, or took additional space to advertise the display. No part of this space was paid for by the Burson company. We furnished electros when they were wanted, and I sometimes wrote the copy, but the entire cost of space was borne by dealers.

Some manufacturers seem to think that it is necessary to give an extra discount in order to get their goods into the window, or to pay for newspaper space, or to subsidize the dealer in some other fashion. In concluding this rather discursive series of articles, I would like to go on record most emphatically to the effect that it is *not* necessary to give any subsidy whatever. If the proposition is presented in the right light—as a service to the dealer—and if the quality of the displays is good enough to bear out the argument, representation will be gained without much difficulty. There are great opportunities here for the manufacturer who is first in his line to inaugurate a complete campaign. Those who come after him will not fare quite so well.

Sphinx Club Poll on Advertising Building

At the December dinner of the Sphinx Club in New York on December 8, President H. C. Brown announced the results of the letter ballots on the suggested new advertising building. These ballots were sent out after the November dinner. A total of 137 votes were sent in; of these 133 were affirmative and four opposed. Eighty-one members wrote that they would work actively to help fill the building.

It was announced that the Sphinx Club dinner in January would be a "Made-in-U.S.A." dinner.

The speakers of the evening were Jerome A. Crane, advertising manager of the Riker-Hegeman Corporation, and Arthur M. Harris, of Harris, Forbes & Co., bankers, New York. A portion of Mr. Harris' address on "A Look into 1915" is printed elsewhere in this issue.

Mr. Crane gave an interesting talk on "The Past and Present Drug Store." He described the development of the druggist from a one-time compounder of all kinds of remedies, sold at all kinds of prices, into the progressive merchant he is to-day. He mentioned the debt the good drug store owes to the influences that have compelled higher ethical and merchandising standards. He thought, particularly, that the good effects of the Pure Food and Drugs Act were marked.

Lee Goes With Sackett & Wilhelms Company

Hampton Lee, formerly solicitor for the United States Printing and Lithograph Company, New York, and who has been specializing in advertising lithography, is now a representative of the Sackett & Wilhelms Company. Mr. Lee formerly represented the George Batten Company.

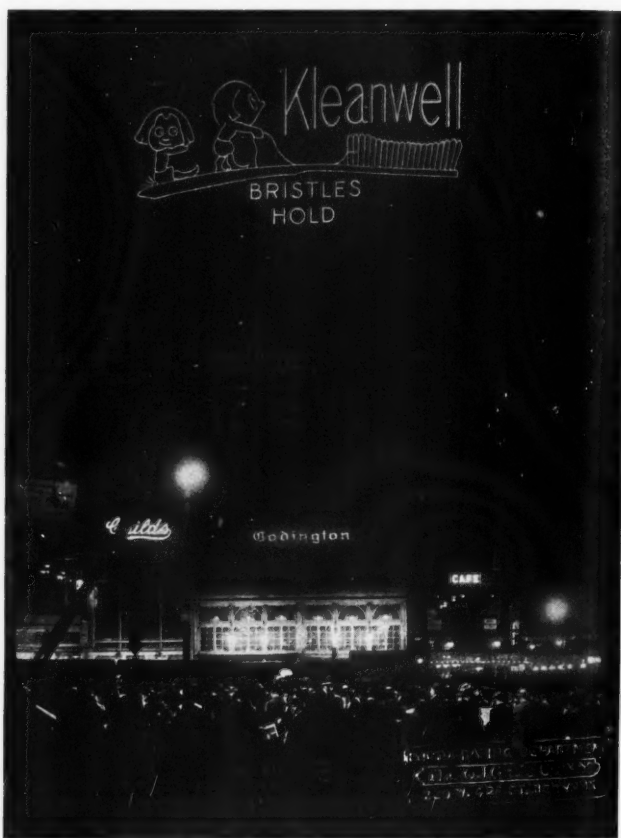
87%

February TODAY'S, just closed, shows 87% gain in advertising over last February.

Better yet, Today's has more than twice as many representative National advertisers as it had a year ago.

If *you* meditate using our columns, these facts signal "Go Ahead! Track Clear!"

Today's Magazine for Women
Circulation 800000 Mostly in Small Communities



(The two Brownies pull at the rope trying vainly to pull out the bristles. Finally the rope breaks. The second Brownie sits down hard and his eyes roll in astonishment. This display is 38 feet high by 90 feet long—the tooth brush $88\frac{1}{2}$ feet long—the bristles $10\frac{1}{2}$ feet long and the Brownies 23 feet high—Location, Broadway and 43rd Street, Longacre Square.)

The Kleanwell Tooth Brush is made in Austria.

Consequently, the supply is problematical at present.

But the Kleanwell trade-mark is worth a great deal and is going to stay in business even though there may be a temporary shortage in goods.

This magnificent, spectacular electrical display on that famous international thoroughfare, the "Great White Way" is a splendid tribute of a manufacturer to the stability of his product and gratifying evidence of confidence in present conditions and future prospects in this country.

We are proud to have our electric sign display chosen as the best manner in which to herald this confidence to the nation and at the same time brand the name Kleanwell in the public mind for present and future advantage.

Incidentally this is the second electrical display erected for Kleanwell Tooth Brush on Broadway, and the manufacturers, Alfred H. Smith Co., are frank to state that the influence of the electric sign maintained for one year at Fifty-second Street was remarkably far-reaching and results so satisfactory as to cause them to plan for this even bigger and brighter display just erected at Broadway and Forty-third Street.

The O. J. Gude Co. N. Y.

220 West 42nd Street

The profit from your advertising is in direct proportion to your sense in judging values. What kind of people do you want to reach?

In Philadelphia the Public Ledger goes into 65,000 homes where they are willing to pay twice as much for it as they would have to pay for any other daily newspaper.

It is real circulation, uninfluenced by premiums or gifts of any kind.

It is voluntary circulation because in Philadelphia the Public Ledger is considered "the World's Greatest Newspaper." (Some New Yorkers have said this).

PUBLIC LEDGER

INDEPENDENCE SQUARE, PHILADELPHIA

*The only two
cent newspaper
in Philadelphia*

Penny Postage and the Advertiser

By A. D. Porter

A GOOD many people really believe that if the rate on second-class postage were advanced, the Post-Office would then be in a position to grant one-cent letter postage to the public. In fact, there is a National One-Cent Letter Postage Association, composed of an active president and a secretary-treasurer, with several thousand members at ten dollars a year, which devotes the major part of its literature to this argument.

Curiously enough, although the Post-Office Department has never been able to compute an accurate cost-sheet of the various classes of mail, and although the Hughes Commission admitted its inability to do more than summarize in a general manner the probable cost of transporting and handling any one classification of mail, yet the National One-Cent Letter Postage Association not only presents to our astonished gaze a set of figures which, if true, are really illuminating, but also suggests the only remedy which will bring about the financial success of the Post-Office. This remedy is, of course, an increase in second-class rates; and the association, so far from approving the modest 100 per cent increase advocated by those Congressmen whom we know are sincere in their judgment however misinformed, wishes to multiply the publishers' postage rate eight or nine times. After a long and weary struggle the railroads west of Pittsburgh have finally been permitted to increase their freight rates by five per cent, so as to insure their stability against the advancing cost of operation. The conservative One-Centers ask a mere bagatelle of 900 per cent from the publishers.

I want to go into this subject of penny postage because a very large number of mercantile houses, and a large number of individuals, have joined an organization which seeks by destructive,

and not by constructive, methods, to obtain it.

GOVERNMENT'S FUNCTION IN CARRYING MAIL

I believe that the primary function of the Post-Office in any modern government is the distribution of mail at a cost commensurate with the receipts. I believe that some classes of mail should be carried at a profit, and others at a loss; I know that some are now carried at a profit and others at a loss; and I also know that it is a physical impossibility to separate these classes so as to obtain any clear idea of their respective costs. I believe in the value of Rural Free Delivery; I like to know that the Government feels inclined to raise salaries once in a while; and I wasn't smitten with horror when the rate on some first-class foreign mail was reduced from five cents to two.

I do insist that the claim of the One-Cent Letter Postage Association that second-class mail is the great barrier between the public and one-cent postage, is both unjustified and absurd.

The most attractive figures of the association present as the chief reason for its assault upon the publishers that letter mail pays a profit to the Government of seventy-five million dollars, and that second-class mail shows a deficit of seventy million dollars; wherefore it is obvious that if the publishers, who paid ten million dollars for second-class privileges last year, are forced to pay eight or nine times as much, one-cent letter rates are possible. These, I say, are the figures of the association; and I have no intention of quibbling over the fact that the association generally selects the very highest, and the very lowest estimates ever made, and brings them together so as to show the greatest possible difference between the cost of handling

first-class and second-class mail.

The association is, however, strangely willing to admit at least one set of figures which the Government is able to provide with accuracy. The total revenue from first-class mail last year was about one hundred and fifty million dollars. All right—suppose we multiply the publishers' rate by eight or nine, and adopt penny postage. From first-class mail alone the Government would lose seventy-five million dollars, the first year—and the difference wouldn't be made up by the publishers, because the publishers—with the exception of a mighty few big ones—couldn't continue in business!

Or, for the sake of argument, suppose that the publishers' rate were only doubled, and that every publisher continued in business, and mailed exactly as many papers and magazines as he did last year. The Government would add ten million dollars to its revenue from second-class mail, and lose seventy-five million from first-class—a net loss of sixty-five million dollars the first year! Or if, as some people have suggested, the penny rate applied only to letters delivered from the same office in which they originated, and not to letters going from one office to another, the difference would be at least five million dollars. That is, the association prefers to hound a few thousand publishers out of business in order to save a cent a letter on letters written by an individual, or by a business house, to other individuals or business houses *in the same city!*

HOW PENNY POSTAGE SHOULD BE EFFECTED

If the people of the United States really want one-cent letter postage, they can get it without crippling the third largest industry in the country. They can get it by insisting on some of the various reforms recommended by the Hughes Commission and by the Postmaster-General—reforms which would save infinitely more than any scheme furthered by the One-Cent Association. I do not

believe, however, that the people have been visited by any violent yearning for one-cent postage. Not as a publisher, but as an individual, I feel no necessity for one-cent postage; and I don't know one man, one woman, or one child who does. Not as a publisher, but as a business man, I have no particular interest in one-cent postage. I have had it said to me that I would save a great deal of money in the course of the year by the acquisition of the privilege of sending out my circulars and printed matter in sealed envelopes for a cent; whereas now I must either send them sealed for two cents, or unsealed for one cent. As a matter of fact, one-cent postage would be in some respects a tremendous nuisance for the public, when advertising matter of all sorts could be sent out in the guise of letter-mail. The personal, or business letter, would have no more distinctiveness or standing than a broadside flaunting the merits of liver pills. The business houses which have joined the association in the expectation that a reduction in letter postage would benefit their business may have overlooked the fact that such circular matter as they might then send out in sealed envelopes would still be circular matter, and rather less efficacious than formerly on account of the ensuing flow of such matter through the mails, and that they would instantly lose the consideration which a business man generally gives to a business letter bearing a two-cent stamp, in contradistinction to the unsealed letter for a cent.

The National One-Cent Letter Postage Association has attempted to stir up the country to such a pitch that it will demand penny postage out of hand. The income of the association fluctuates around a quarter of a million dollars, and it has a publicity department for the purpose of persuading periodicals to see the light, and cheerfully volunteer to cut their own throats. In comparison with the amount of money involved, the association has re-

(Continued on page 59)

STELAD SIGNS Have Tremendous Sales Power

From the Dealer's Viewpoint

sixty-seve
advertising time
"When you
write your arti-
cle," he said,
"knock the tar
out of adver-
tisers who send
us a lot of stuff
that no self-
respecting mer-
chant would use on a bet. Here
is the whole trouble with the
material we are receiving this
fall—there is too much of it that
we don't care to use. If we were
to put up 30 per cent of the ma-
terial we receive our store would
be a veritable advertising exhibit,
with every firm making adver-
tised hardware represented. We
use material because it either gives
a look of 'classiness' to the store,
or because it suggests something
which a customer might be apt
to buy. We don't care a rap
about bringing our store up to..."

THE DEALER IN AN
ADVERTISING

Excerpt from "Fall Dealer-Helps That Hit
the Mark"—*Printers' Ink*, Nov. 5, 1914.

The most successful manufacturers realize that dealers demand signs and displays of character, beauty and lasting quality—that carry a definite sales message and move goods from the dealers' shelves.

That is the reason the demand for **STELAD SIGNS** is increasing and repeat orders are the rule.

Our efficient sales representatives are at your service

Passaic Metal Ware Company
Passaic, N. J. New York Chicago St. Louis Boston

STELAD SIGNS Should carry *your* sales message



Suggestion—Repetition

A noted French psychologist has said pressed not by argument, but by a repetition—contagion."

The greatest advertising successes have Street Car cards convey suggestion repetition most frequently; and reaching as spread mental contagion in the strongest p

STREET RAILWAYS ADV

CENTRAL OFFICE

First National Bank Bldg., Chicago

HQ. OFFICE

"Flatiron" Building,



petition—Contagion

has said "masses of people are mostly im-
by a three-fold process, suggestion—

esses have been attained by this process.
suggestion most effectively; give
aching as they do all ages and all classes,
rongest possible degree.

AYS ADVERTISING CO.

HQ. OFFICE
ron" Building, New York

WESTERN OFFICE
Crocker Bldg., San Francisco

Booklet Building on the Right Basis

No building is stronger than its foundation—no book or catalogue is stronger than its foundation—the paper it is printed on.

Radium Folding Enamel

has been especially designed to fulfill a long felt want—a paper of superior finish, folding qualities and strength. A difficult combination and worthy of much effort to produce.

Radium Folding Enamel does not crack or break when saddle stitched and will average 25 points test on Mullen Tester—basis 25 x 38—80 lb.

This stock is pure white with a superfine finish—productive of bringing out the last detail in the finest screen half tones—and the price is reasonable.

Durability, finish and economy—the foundation for a book of selling efficiency.

We want to send you facts, samples and dummies of Radium Folding Enamel. Write today.

Birmingham & Seaman Co.

Tribune Building, Chicago

New York

Milwaukee

St. Louis

Cincinnati

Detroit

ceived much less publicity than some of us expected. The fact is that the people generally aren't crying for one-cent postage. A good deal of pathetic fallacy enters into the statement that a penny rate would be a great boon for the poor—the poor write very few letters anyway, so few that they would be less affected by a decrease in the cost of stamps, even if they were given free, than by a decrease of a penny a quart in the cost of milk.

It has been asked if persons who are opposed to the increase of second-class rates are not naturally opposed to penny postage. I don't think so. I can't conceive that the two questions have any essential relation. The reason that we do oppose this association is simply because the association selects an unjust premise, and builds upon it to demonstrate that one benefit is blocked by the other. The slogan of the association is, "Half your letter postage is a tax." Of course it is. All of it is a tax. If we got penny postage, the penny would be a tax. We pay taxes for pretty nearly everything we get. But the association goes on to say that ninety million people are taxed for the benefit of thirty thousand publishers, and that is a very misleading declaration.

FACTS AND FIGURES

The first-class postage receipts last year were, including postal cards, about one hundred and seventy-five million dollars; and this amount, divided by the ninety million, gives \$2 as the average expenditure of the individual last year. Of course, this is a ridiculous figure, since the greater part of that one hundred and seventy-five million emanated from business houses, and not from individuals—but let's assume that the individual did spend \$2 for postage. The association says that half of that was a tax for the subsidizing of the publishers. Very well—if the publishers are forced to pay higher second-class rates, and raise their subscription rates in order to stay in business, and raise them high

enough to make up for the large number of people who will not be able to afford those higher rates, the individual may save that extra dollar on letter mail, and will just as certainly pay it back to the publisher, who will turn it over to the Government. What's the use? Does the association argue that the family which might be unable to pay an additional fifty cents for its magazine is the sort of family which writes many letters? It doesn't—it writes postcards, and it won't write any more of them after the upheaval than before it.

The association will maintain that the number of periodicals taken by the average family is so low that the combined increase in subscription price will still be less than the dollar saved in letter-postage. How many letters a year does the association estimate are written by six and a half million of our foreign-born population? How many by our eight million illiterates? How many by our ten million negroes, Indians, Chinese and Japanese? Does the association consider the fact that every magazine is read by an average of at least three people, whereas a postage stamp completes its mission for but one? And has the association the power to draw the only correct inference from the fact?

I suppose that in some future administration one-cent postage will be achieved. I believe that when that achievement is completed, it will be because of an actual popular demand for one-cent postage, and not because of the efforts of any small group of self-confessed philanthropists. And I further believe that at the same time there will be no increase in second-class postage, for the simple reason that our legislators are gradually learning to analyze statistics instead of accepting the sweeping statements of interested lobbyists.

(To be continued)

The Sackett & Wilhelms Lithographing Company has reopened its branch office in Detroit. Samuel R. Penfield has been appointed as Detroit representative.

Dealer "Helps" That Get Below the Surface

How Goodyear Tire Co., R. H. Ingersoll & Bro., Moller & Schumann, Hart Schaffner & Marx, Stein-Bloch Co., and Others Are Increasing Sales by Making Better Dealers

[EDITORIAL NOTE:—This is the fifth and last article of a series reviewing the dealer material and plans being used by advertisers this season. The articles have dealt with the use of the new processes of printing and lithography, new material which strikes a new note, new plans that give material a greater value in the dealer's eyes, and methods being used to make sure that advertising material is used.]

JOSEPH SCHAFFNER once said in *PRINTERS' INK*: "We have learned by experience that many merchants are not as well informed about their own business as they should be; that they are lax in watching their stock, in figuring their expenses, profits, etc." Since then quite a number of advertisers have turned their attention to making better dealers, realizing that in so doing they were making bigger sales. Several plans of that kind are in evidence this season.

The object of all these plans is to encourage dealers to "trade-up"; that is, to do business on a higher plane. The old-fashioned dealers who cling to the policy of few sales and big profits should be taught that more money can be made by quick turnovers and small profits; those who are given to slashing prices should be taught to keep books which will soon correct the practice; those who are circularizing mailing lists having too much lost motion should be shown how to get the lost motion out of them; those doing business without an inventory system, and who consequently carry stocks out of proportion with their sales, should be shown how to keep a simple inventory which will release this capital for easy selling material; those who are letting delivery systems eat up profits which might be put into merchandise should be shown how to reduce the delivery costs; those who do not know how to keep tab on costs should be shown simple ways for doing so, and so on down the line.

Left to himself, the dealer will hardly correct these bad practices; it is to the manufacturers' interest to help him do so.

But how? Remembering the suggestion made by H. J. Clarke, of Robinson & Crawford, Philadelphia, the advertiser must not assume a "holier-than-thou" attitude. "We dealers appreciate interest but dislike curiosity," said Mr. Clark in *PRINTERS' INK*. "We take stimulation good-naturedly, but dislike coercion. We gladly accept a helping hand, but are insulted by an offer of a proffered clutch. . . . I am a good deal bigger in my estimation than he is, and that must be taken into consideration if I am to bite the tempting bait he holds out."

In getting around among the dealers of New York, New Jersey and Pennsylvania, *PRINTERS' INK's* representative found this to be the common complaint. Manufacturers are inclined to set themselves up on a pedestal and preach; a few, however, the wiser ones, suggest. One can usually get further by suggesting than preaching, especially to dealers. But that is aside from the subject; let us consider some of the plans being used to make better dealers.

INGERSOLL'S COST SYSTEM

One example of real dealer cooperation—the kind that gets below the surface—is the assistance R. H. Ingersoll & Bro. are giving jewelers in cost accounting. The book which is called "System and Cost Accounting for the Retail Jeweler" was prepared, so it states, by the most competent experts obtainable and thoroughly tested. The system itself is complete, simple and requires no book-keeper. This is important in recommending cost-keeping methods to dealers.

The purpose of the system is

to show up "leaks," disclose where profits go, automatically show results of selling campaigns, insure charging of credit sales, show each clerk's performances, give repair costs and profits, and prevent the accumulation of old stock. The system is a plan of productive record-keeping, displacing old-fashioned laborious bookkeeping. To the dealer who installs it, it means more profits and provides a system for collecting information to guide him in the future. To the manufacturer it means a better dealer, fully alive to the profit from pushing a quick-selling, widely-advertised watch.

The Ingersoll people go a step further, however, than merely suggesting the system to the dealer. Years of experience have taught them that while the average dealer will mentally agree the system or suggestion is fine, unless it is made easy for him to act, he is inclined to procrastinate and forget. So this advertiser furnishes the material as well as the idea. After reading the booklet, and deciding that his business needs some cost system, all he has to do is to tell the Ingersoll people so, and they will provide him with the "tools" as they call the forms and books used in their system. The dealer, of course, pays the cost price for the material, which is naturally a good deal cheaper than he could buy it for himself.

Does the dealer appreciate this help? The many letters which the company has received from dealers all over the country show that they not only appreciate it, but it is increasing their business. Here is one letter from a jeweler in Philadelphia which reflects the common attitude:

Gentlemen:—I have received your Business System, also copy of the explanation book for the same. I wish to thank you most sincerely for your interest in the trade, as I think this is the best thing ever happened.

I have installed the System, the explanation book making the same more easy, and in the future, instead of being a "guesser" I will be able to give a correct and comprehensive report on my business.

I do not believe there is another jeweler more enthusiastic, or more proud of having a real good system,

than I am, and I was up all night several weeks ago taking account of stock, and getting the System started.

You will find evidence of my having used Business System in your office now. Several days ago I sent Purchase Order No. 1 for electros, and Purchase Order No. 3 for 1,000 Repair Envelopes and 100 Sales Book Slips.

I have already seen the benefit of having a good system in taking account of stock. I found I had more money invested in clocks than I had any idea of, and in consequence, I am making a special effort to sell clocks.

I have the Ingersoll and Ingersoll-Trenton watches well displayed in show window, and am making it my aim to push their sale.

Wishing you the greatest success, I remain,

Yours truly,
A. Wm. F. KIEFER.

An important point about this book is that no mention is made of Ingersoll watches in the copy. One or two of the forms reproduced bear the name, but it has been purposely kept out of the book. It would not do to create a suspicion in the dealer's mind that the manufacturer had any interest in the plan outside of helping him, and thus making a better customer.

SPECIAL SERVICE HELPFUL

This Ingersoll plan is very similar to that being used by Hart Schaffner & Marx. This company is furnishing a book known as "What Do You Know About Your Own Business?" According to Mr. Schaffner, almost a year was put in investigating and perfecting before this book was sent out to Hart Schaffner & Marx dealers. Its purpose is to encourage dealers to spend a few minutes every day in keeping a perpetual inventory which the company suggests. If dealers can be made to do this, the company feels that they will be better dealers and bigger buyers of Hart Schaffner & Marx clothes. As such books are issued purely to help the dealer—at least visibly—and no effort is made to sell him anything, they cannot help but prove a good-will builder, even if their aim in other directions fails.

This was demonstrated in a recent conversation with H. C. Larimer, a clothier of Chariton, Iowa. Mr. Larimer, whose story has appeared in PRINTERS' INK, is the

Beginning with the March issue Hearst's Magazine will be changed from standard size to a flat publication.

Type page will measure $9\frac{3}{8} \times 12\frac{1}{8}$ inches. Width of column will be $2\frac{1}{4}$ inches.

The change is made to give Hearst's Magazine greater opportunities in editorial expression and illustration:

To give the advertiser what he seems to desire—position next to reading matter—increased circulation, and to provide him with every possible facility to make his advertising pay.

Editorially, Hearst's will be as now—an all star production. All the great resources of the organization of which it is a part, will be placed at its disposal.

No magazine will excel it.

The advertising columns will be clean and truthful, and readers will be protected to the fullest extent against unscrupulous advertisers.

The rate (to be announced) will be based on a guaranteed circulation of 250,000, though the present circulation figures are in liberal excess of that amount.

The magazine will be heavily advertised, and there should be a large and immediate increase in circulation.

The circulation will be guaranteed and subject to investigation.

Forms for March issue will close February 1, 1915

Hearst's Magazine

119 West 40th Street
New York City

Marquette Building
Chicago, Ill.

clothier who built up a \$50,000 business in Chariton, Iowa, a little town of 4,000 people. While in the PRINTERS' INK office the other day he was asked what kind of helps a farm dealer liked. Mr. Larimer thought a moment and then replied: "Not a lot of electrotypes, and store decorative material which detracts from a store's appearance, but real helpful, business-getting suggestions."

"What do you mean by business-getting suggestions, Mr. Larimer—one of these books such as Stein-Bloch get out?"

"No—something that gives a man an idea. The best thing I know of is the letters that Hart Schaffner & Marx send out every little while. For instance, just before I left Chariton I received a letter asking me what I was doing to get the young boys interested in my clothes, and reminding me that it wouldn't be long before these boys would be men. Another example is a letter suggesting that I make up a list of all the fat men in town and write them special letters calling attention to the fact that I have some odd lots of large sizes which I would like them to see. A still better suggestion was to get up a list of farm hands in the section and write them letters about some suits I had which were just a trifle off style, but which they would find every bit as serviceable. That is the kind of help a dealer appreciates, and I want to tell you their estimation of manufacturers that give it to them goes up at a sky-rocket rate."

Similarly, Moller & Schumann Company, the varnish people, maintain a special department to help dealers in problems of finance and business management. It is under the jurisdiction of the credit department and has already been described in PRINTERS' INK. This kind of co-operation, while expensive for the advertiser with thousands of dealers, is invaluable to the dealer, and in the case of Moller & Schumann Company has proved a great credit aid, and good-will winner. Other advertisers have adopted the idea in partial or complete form, and the plan is one which should help the

sales end of a business materially.

While cost-keeping help and business advice to dealers is a form of co-operation which they will greatly appreciate, there are many other ways in which an advertiser can give real help to his dealers, and at the same time help himself. This is particularly true in regard to giving advertising assistance.

And the most crying need is to get dealers who are expected to furnish lists of customers for circularizing to keep these lists up to date. A PRINTERS' INK staff investigator went into the store of a New Jersey clothier handling Stein-Bloch clothes. The dealer was one of the kind who was his own advertising manager, head salesman, and merchandise man, as well as chief bundle wrapper, cashier, and floor-walker.

"What do you think about this idea of an advertiser sending out announcements to your customers?" the dealer was asked.

KEEPS MAILING LISTS REVISED

"Great stuff, especially when the advertiser pays the postage," was the reply.

"Well, supposing I was a manufacturer and was willing to spend say five cents each on your best customers, where would you get the names?"

The dealer thought awhile, and then said: "Oh, I suppose I would send you the telephone book."

"Is that what you send Stein-Bloch?" he was asked.

"No, indeed, I have to pay the postage on Stein-Bloch letters. I have a mailing list which I keep on cards suggested by them for that purpose; there is too much waste in a telephone directory, the postage would run up too high to make it pay."

Asked to show the cards he used, the dealer took down a card file from one of the shelves in the back of the store, and showed a list that would be a credit to any manufacturing business—quite different from the average lists which dealers send in. This card showed at a glance just what kind of merchandise the customer would be interested in buying. It

showed what he has bought in the past, whether he is married or single, whether his last purchase was made by himself or by his wife, the customer's position, what kind of clothing he is interested in, the price of suits he buys, and whether he is a cash or credit customer. All this information is utilized when a circular is sent out, and the circular is made to suit the different groups. Metal signal tabs are used along the top of the card to make it easy for the dealer to pick out those interested in the various lines handled by the store, or to show whether he buys high-, medium- or low-priced suits.

Questioned further, this clothier produced the booklet which Stein-Bloch had sent him, and which had induced him to put in this modern card system. Advertisers who are troubled with having dealers send in wasteful lists, which make this form of co-operation unnecessarily expensive, will be interested in a section from this book which shows the dealer how to get worth-while names:

CUTTING WASTE OUT OF DEALER'S LISTS

"First, take names of all charge accounts that you consider good and fill in cards as far as information on books will help you—have each clerk in your store go through these cards, adding what information he can to cards of customers whom he knows.

"Take names from club lists, telephone directories, etc. Check these first against the cards from credit customers and from different lists to avoid duplicating—the most practical way to make this checking and entering easy is to provide your card system with an extensively divided alphabetical guide. This is usually based on one hundred divisions to one thousand names in list. Have these cards gone over by clerks for acquaintances.

"Do not put metal tabs on cards until the information on card is sufficient to make it practical to use as a prospect. The following schedules show what information is necessary to start active card:

Prospective:

- Name and address
- Approximate age
- Business
- Position in business
- Estimated income

Customer:

- Name and address
- Approximate age
- Business
- Position in business
- Estimated income
- Sales records to indicate class of purchases

Boys and Children:

- Name, age and address
- Parent's name

"Always address mail to home. In sending out letters on boys' clothing the letter should be addressed to boy's own name, care of his parent."

This booklet, the Stein-Bloch people say, has caused many of their dealers to put in the system, with the consequence that the money spent by Stein-Bloch in circularizing dealer lists produces greater results.

A simpler plan for encouraging dealers to keep more efficient lists is to urge them to send to the various addressing-machine manufacturers for system books. The larger companies issue special bulletins showing how retail establishments can build up efficient mailing lists. These bulletins also contain information which would help a dealer in taking the lost motion out of his present list. The manufacturer is vitally interested in his dealer's lists and any effort spent in that direction should prove most productive of good.

SELLING SUGGESTIONS NEEDED

But the most appreciated co-operation of the suggestive type seems to be giving the dealer selling ideas. This is the phase of business that interests him most, and while he picks up ideas from the salesmen, an advertiser can, by making the advertising department a clearing house for selling ideas, win a dealer's good will readily in this way. One advertiser who does this is the Good-year Tire & Rubber Company.

A glimpse into the Goodyear methods might be interesting. Just lately it has issued a very beautifully printed and illustrated book called, "New Ways to New Business." While a good portion of the book is given over to cataloging the various helps and showing how they can be used profitably, several pages contain suggestions for selling plans. The dealer is shown how to organize a "mileage club," in which fobs are given by the dealer to the rider. When he rides 100 miles he gets a yellow button, two hundred miles entitles him to a blue button, and when he makes a thousand miles the dealer presents him with a fob. This plan, of course, appeals to the boys, and as the buttons and fobs are furnished by the company, the cost to the dealer is slight.

In the same way plans are suggested for various kinds of contests: races that start in front of his stores, coasting contests, selling the Boy Scouts by getting them to organize bicycle squads, forming bicycle clubs and other plans of that kind. Dealers appreciate such suggestions and act on them. By furnishing them in a book form as the Goodyear people do, instead of scattering them through a house-organ, they can be made to serve a double purpose: help the dealer and insure his keeping the catalogue of selling helps and utilizing the ideas.

The foregoing are only a few selected examples taken from the newer co-operation plans of manufacturers. There are many others equally effective, so far as getting down to fundamentals and making better dealers is concerned. These have been mentioned to show the possibilities of the idea. Just how each manufacturer can help his dealers most effectively is for the manufacturer himself to solve; but one thing is plain: there are few better methods of securing and holding the trade's good will than by helping them to become better dealers. It is a form of co-operation that is comparatively inexpensive, and if tactfully offered, mighty remunerative.

Death of Wm. R. Orr

William R. Orr, publisher of the *Detroit Saturday Night*, died December 5, aged 52 years. He had been connected with the newspaper and publishing business in Detroit for many years, was a former president and one of the organizers of the affiliation of the Buffalo, Cleveland, Rochester and Detroit advertising clubs, and a former president of the Detroit Adcraft Club. He was closely connected with advertising activities in Detroit and an active advocate of clean advertising.

Mr. Orr's initial newspaper experience was with the *Detroit Tribune*, in the circulation department. Later he was circulation manager of the *Toronto News* and then returned to Detroit as advertising manager of the *News*. Seven years ago he founded the *Detroit Saturday Night*.

Studebaker Sales School

The Studebaker Corporation, Detroit, has inaugurated a sales school for the benefit of those connected with its 25 branches and district headquarters. It has long been felt that the only practical way to have the salesmen and those otherwise connected with the branches become more efficient is to have them come to the plant, and there be taught by those men best qualified for that purpose everything concerning the Studebaker cars from a constructional and mechanical standpoint, as well as general methods of doing business by the corporation. To carry out this idea the school was started and every week one man from each branch or district headquarters will visit Detroit and remain for the week at the school, which is in charge of B. V. Bassett, of the engineering department.

Edwin A. Sutphin Promoted

Emil M. Scholz, business manager of the *New York Evening Post*, has announced the appointment of Edwin A. Sutphin as assistant advertising manager. Mr. Sutphin is director of the Brooklyn Y. M. C. A. and for years has been active in the work of the association. He is a lecturer of considerable note on political science and social service.

His advertising experience began while on the staff of the *Critic Magazine* in 1890. He was advertising manager for G. P. Putnam Sons from 1911 to 1913, when he joined the *Evening Post* staff.

Packard Statement

The annual statement of the Packard Motor Car Company is just out, and reveals some very impressive facts as to the industrial development of the concern. The cash surplus of the company on August 31, after paying all demands, is shown to be \$1,797,820.42. President Joy's report to the directors makes very interesting reading, not only in its showing of Packard prosperity, but in its demonstration of the prosperity of the entire industry.

To the Advertiser who isn't satisfied with his Agent:

¶ Perhaps your Agent would please you better if you used a trifle more cooperation and a little less complaint. Sometimes both dissatisfaction and charity should begin at home.

¶ To change Agencies ought to be the very last resort. It is always troublesome, often expensive and sometimes disastrous. There is always a chance of changing for the worse, especially as the Agency most vigorous in its effort on the accounts of others is rarely able to retain its own.

¶ The Procter & Collier Co., like other strong, constructive Agencies, does not seek to prosper by tearing others down. It prefers to create its own new business, to grow as its clients grow. It is, however, ready to undertake problems which others have failed to solve, and its aim is always to offer a service as far as possible above the dead-level of mediocrity. If you are bent on change, we shall welcome a chance to talk to you.

¶ But in advertising as in medicine, it's bad policy to amputate when exercise would cure. And the physician most reluctant to advise the knife is likely to prove most competent when amputation is inevitable.

¶ The Procter & Collier Co. is obviously reluctant. To those who know it best, it seems quite as obviously competent. Its office-hours are always, and its consultations free and confidential.

The Procter & Collier Co.

New York

Cincinnati

Indianapolis

Now is Your Chance

to secure good

South American Trade

While Europe is busy with War
AMERICA is busy with BUSINESS.

Ask PRINTERS' INK to forward
you a sample copy of

EL MAGAZINE

OF BUENOS AIRES

EVERYBODY SEES IT.
Nothing but clean advertising
and healthy reading matter.

RATES

Page	\$56.25	U. S. Gold
One-half page	30.00	"
One-quarter page	17.50	"
One inch	5.00	"

EL MAGAZINE

341 Lavalle, Buenos Aires
ARGENTINE REPUBLIC, S. A.

Advertising Agents, Watch Next Issue for Third Announcement

First announcement appeared December 3rd, 1914, page 58.

No. 2

Explaining a Technical Product in Terms the Layman Will Understand

The View-point Back of Some of the Timken Copy

By Edwin A. Walton

Adv. Mgr., The Timken Companies, Detroit

OUR records show beyond question that the public likes and reads advertisements that go into the technical mechanical functions of the parts of the motor car. Yet as I go over those records, I feel pretty sure that the public would not have registered this liking if we, the advertisers, had not kept before us the need of writing the copy in terms the layman would quickly understand.

Shortly after our ad, "When Your Motor Car Takes the Curve" appeared (see reproduced cut), the editor of **PRINTERS' INK** wrote asking me to describe our experience in writing advertisements, necessarily technical, which had to gain the heedful interest of the man who knows little about mechanics.

It was a task—this phrasing the technique of our product and of the automobile as a whole so that the story could be grasped by a man who wasn't even a second cousin to a mechanical engineer. But we *had* to reach this man, unskilled in mechanics, and make him appreciate what our product would do in his service. He and others like him formed by far the larger part of our ultimate market. To use the vernacular of baseball, we practised long and hard to find this man's "groove."

The hardest part of writing this copy was over when we

discovered that we could reach the layman's understanding by appealing to his imagination. We then merely had to select some of the big facts which are fairly common knowledge and to draw a parallel between the explanation of these and the explanation of the functions of our bearings. Some advertisers get cold chills when you speak to them about imagination. They look for your Windsor tie and expect you to break out in verse. Funny! Those same advertisers will O. K. an illustration which sets your imagination to work. But then you can't control these temperamental artists who draw the pic-

TIMKEN BEARINGS & AXLES



When Your Motor Car Takes the Curve

With a Rich and a real limited track curve by and

When the motor car takes the curve, the wheels are subjected to a heavy strain.

Heavy, laminated, heavy steel cars—the embodiment of

heavy duty.

"The train needs to keep on in a straight line—yet it does

not." Why?

Little flanges on the wheels serve as guides against the outer

rail and force a change of direction.

So, when your motor car takes a curve the next force, the same

force, is exerted on the wheels.

Motor cars, like the train, run on the heavy steel rails—yet they

do not.

They are the heavy riding you along the way. The "road" is the

road, and the wheels are the wheels. And it is the wheels that

are the wheels of the motor car.

So, when your motor car takes a curve the next force, the same

force, is exerted on the wheels.

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do not.

They are the heavy riding you along the way. The "road" is the

road, and the wheels are the wheels. And it is the wheels that

THE FUNCTION OF BEARINGS MADE CLEAR BY CITING AN EXAMPLE FROM EVERY-DAY LIFE

tures; you've got to have something "to catch the eye," and you might as well let 'em get away with it, they would say. But the copy writer—well, they can control him all right, and they'll sit down on him hard if he does any of this imaginative stuff!

But the joke of the matter is you don't have to shut the facts out of your office when you let imagination in. They aren't oil and water, for they do mix and

for you and afterward how and why it will do it.

In our Bearing Primer we show in a human interest way that anti-friction bearings have to reduce friction to almost nothing, have to sustain the downward or vertical pressure of the car and its load, and, in addition, meet the side-wise force that comes when corners are turned. Friction and weight are easily understood and side pressure has been felt by everyone who has sat in a car speeding around a curve.

HOW ONE INTRICATE SUBJECT WAS EXPLAINED

Now for the how and why. Our bearing consists of rollers revolving between a cup and a cone. What more natural than to take the things nearest at hand? Take a book and a smooth round lead-pencil. Place the pencil on your desk, put the book on it and move the book back and forth with your hand. Now try moving the book on the desk without any roller. Feel the difference in friction?

Take an example of the human interest way of saying things simply in the explanation of the difference between the point contact of a ball and the line contact of a roller:

"Being spherical a ball comes in contact with a cup or a cone at a point. Mechanical engineers stubbornly refuse to measure the size of this point. They say that theoretically the area of a point is zero.

"Now to support load on zero area is clearly impossible and as a ball is certainly able to support load we must look for the explanation. It is this: When the ball presses against the race the



Where You Need Good Bearings

Where weight of car and load come pounding down through axle-spindles in the wheels.

Where side pressure focuses as you steer to right or left. Where bevel gears turn the power toward the wheels.

Where shocks and vibration are constant and severe. Where friction must be held down. Where shafts must stay in line and gears in perfect mesh for greatest efficiency as your car grows old.

Where good bearings are essential to complete satisfaction in the use of your car.

Look to the Points of Severe Service

A axle ends, in all four wheels in steering knuckle bushes, each side of the differential on the pinion shafts, in the transmission—in all full economy of power and lowest upkeep cost—your need bearings that meet wear and tear to the utmost.

Timken Bearings meet load and shocks and wear along the entire length of their rollers—not at mere points. They resist and prevent that often excessive down pressure because their rollers are tapered and resists at an angle to the shaft.

Because pressure is distributed over sufficient area, the wear is almost nothing. Yet when slight wear does ultimately come it is not necessary to throw a Timken Bearing away and buy a new one.

All effects of the slight wear are corrected, eliminated, by a simple adjustment. Merely adjusting the cone and rollers a little farther into the cup brings all into the same relation that existed when the bearing was new.

Know What Bearings You Have at These Points in Your Car

Ask the dealer, the repair man, the mechanic who has your car and ask him to show you the bearings at these points. He will show you the bearings at these points. He will show you the bearings at these points. He will show you the bearings at these points.

They will show you the bearings at these points. They will show you the bearings at these points. They will show you the bearings at these points. They will show you the bearings at these points.

They will show you the bearings at these points. They will show you the bearings at these points. They will show you the bearings at these points. They will show you the bearings at these points.

TIMKEN
TAPERED ROLLER BEARINGS

RECORDS HAVE SHOWN THAT LAYMEN READ COPY LIKE THIS WITH INTEREST

the mixture, if, compounded carefully, will sometimes do for you what a bare statement of plain facts wont. But there are enough bald facts in this article, after all, as the reader will discover in the immediately following paragraphs.

The first principle in advertising a mechanical article (or, for that matter, any article) is to create an interest in its use. You want first to know what it will do

At the Dealer's Store— That's Where the Most Resultful Advertising Is Done

*Are You "Doing the Telling,
Where There's Selling"?*

For actual, visible results, there is no better advertising than that appearing right where goods are on sale - in the dealer's window, or on his counter.

We have given years of study to the important problem of creating effective advertising for the dealer's store, together with ways of assuring its use.

Many of America's foremost National Advertisers have found "INTERNATIONAL SERVICE" of decided value.

Write for our booklet, "CONTROLLING RETAILERS' WINDOWS," bound in board covers, handsomely printed and illustrated. This booklet contains some valuable suggestions.

THE INTERNATIONAL SIGN CO.
CLEVELAND, OHIO

Makers of Cardboard Cutouts, Cardboard Display Stands, Lithographed Paper Trims, Permanent and Temporary Window Transparencies, etc.

We supply Plans and Counsel, intended to directly increase Sales through the use of store and window advertising.



"Unlike any other paper"

Advertising copy in
The Farm Journal
will be successful in
proportion to how
well it answers the
questions our folks
have in their minds.

As to The Farm
Journal itself there is
no question; it con-
tinues to prove itself
over and over again.

The Farm Journal

A. B. C. MEMBER

Washington Square
Philadelphia

shape of the ball is altered slightly by the pressure. It is flattened out at the place of contact until an area is formed sufficiently large to stand the load. The ball is de-formed at the place of contact and re-forms as it rolls away.

"In a roller the contact is a line instead of a point. Our same friends, the engineers, say that the only thing a line has over a point is length. Theoretically the width of a line is zero and so its area is zero. But the roller, too, de-forms under pressure, same as the ball, only it doesn't have to de-form nearly as much as the ball to get the same supporting area, because it has length."

Clear, isn't it? Human, too? And readable?

Trouble with so many treatments of mechanical subjects is the lack of human interest and the use of too technical language instead of good old homely Anglo-Saxon.

A WORKABLE DEVICE

It is one little human trick of ours, when we have to use some technical expression to blame it on the engineers and then explain it as we mere ordinary mortals understand it. For instance, from an article on grinding in a recent issue of the "Timken Magazine":

"Mysterious metallurgists like Lothrop tell us that in a piece of steel uniformly carbonized and hardened there is a uniformity of molecular stress throughout each periphic stratum or concentric zone of the metal. Which to the mind of a mere editor he explains thusly:

"*Imagine* (the italics are mine) the outer shell of the piece to be one-millionth of an inch thick (or rather thin). Now the internal stresses in each part of this shell are exactly the same as in every other part of this imaginary shell.

"Then *think* (again the italics are mine) of a second sub-shell lying just underneath its outer shell and also one-millionth of an inch in thickness. The internal stresses in each part of this second shell are identical with the stresses in every other part of the same second shell.

"So with a third, a fourth, a fifth and with any number of subshells clean into the center.

"Among the different shells the stresses vary greatly. The stresses in the 398,763rd shell are not all the same as the stresses in the 64th shell."

Note, please, that we have brought the explanation to a point where we can illustrate by diagrams just what we are talking about. And anyone can understand it.

This is almost an extreme case and presumes some interest in the general subject on the part of the reader. Such an interest we know by investigation to exist among motor-car men who get our "Timken Magazine."

Let us consider how to get over to the public the biggest basic advantage of the Timken Bearing—its ability to sustain "end-thrust" or side pressure at the same time it is sustaining downward or vertical pressure.

Undoubtedly everyone who owns or hopes to own a motor car occasionally travels by train. Everyone has felt the outward sway as the train takes the curve. So we picture in our imagination a ponderous locomotive taking a curve and raise the question why does it stay on the track and change direction instead of continuing in a straight line?

GIVING MECHANICAL PARTS PERSONALITY

"Little flanges on the wheels press sidewise against the outer rail and force a change of direction." In the motor car "rubber tires grip the road, but the heavy chassis struggles to keep on in a straight line. You feel the force sliding you along the seat. This end-thrust concentrates in the centers of the wheels. Axles try to push out through the hubs toward the outside of the curve. Something must hold the axles back and yet allow the wheels to turn freely. This severe task falls to the wheel bearings. And the bearings must at the same time carry the weight of the car and its load."

See how the axles are personal-

The
Continental
Pattern

1847 ROGERS BROS.
"Silver Plate
that Wears"

ized when they "try to push out through the hubs" and the bearings are personalized when they "hold the axles back." Thus we visualize the force "end-thrust" and then go on in the copy to tell how our bearing meets it and carries the load to boot.

The locomotive offers another illustration of the plan of taking the action of familiar things to explain technical points. And it is significant of popular interest in the appeal that requests from motor-car dealers for proofs of the locomotive advertisement have necessitated a run of fifty thousand copies.

With only one exception dealer calls for large quantities of proofs have specified the strictly technical advertisements. Two have brought requests for one hundred thousand each. These were an ad telling "Where You Need Good Bearings," which spotted the locations in an outline plan view of a chassis; and an ad comparing by picture and text the four principal types of bearings. This latter ad, by the way, was declined by a leading publication on the ground that it was controversial and that its claims were debatable. However, even with its circulation restricted by millions, it has proved one of our greatest pullers in inquiries and interest.

"Know Motor Car Values" was the point of contact of that ad. With all the conflicting claims of the various car makers it is difficult for the public to *know* car values and people evidently jumped at the chance to really learn something.

"Let the Power Work for You" led the public into another very productive and strictly technical ad. "It's not the power at the motor, but the *power where rear wheels touch the ground* that makes your motor car go," aroused interest in the possibility of losing some of the power in the transmission by bearing wear that lets shafts get out of alignment, gears out of perfect mesh.

In our "Timken Magazine" going to more than 20,000 dealers in motor cars we have not only to

talk the technical advantages of our bearings and axles but to describe mechanical methods of manufacture. They are very dry subjects. We try to infuse interest into them by connecting the operations with the really interesting personalities of the men in the organization. Or sometimes by personalizing the inanimate thing, thus again appealing to the imagination.

ROLLERS SHOWN AS HAVING EMOTIONS AND HUMAN NEEDS

The true story of how the big chief raged when he found polished rollers dropping out of a machine and falling twenty inches so that they nicked each other in the chief's imagination but not enough for the microscope to discover—this story of leaning backward in the effort to secure accuracy brings accuracy home, makes it stick in the memory as no mere dry-as-dust statement ever could.

The mental picture of a group of happy rollers eager to serve the thoughtless master at the steering wheel above; taking all the jolts and jars as he dashes over rough pavements; sustaining without a murmur the tremendous burden of car and passengers; requiring only a little, very little, attention occasionally and a bit of liquid to cool their brows and quench their thirst—such a picture holds the interest and impresses the fact that bearings need lubrication and a little care. Myron Townsend's article along this line was reprinted by several publications because it appealed in itself and carried the good moral that "good grease is cheaper than good bearings."

So if we will only remember that there is inherent interest in what the thing will do for the man who is to own it; that the men who make it are interesting; that how it works can be illustrated by simple every-day things; that we can even imagine the article itself a thing of life and personality—in short, if we retain the humanities—we can all "put across" the most difficult technical matters in a way that pleases and brings results.

Stock Farms are the Best Farms

There's a reason.

They are usually occupied and operated by their owners.

Twelve-month tenants grow and sell crops of grain, "skinning" the land by the year's operation.

Stock-farming rests upon the basis of long tenures or permanent occupancy.

The stock farm owner is a businessman with diversified interests; usually possessed of capital and always a leading citizen in his community.

The most successful farmers all the way from New York to Colorado receive THE BREEDER'S GAZETTE every week, because they pay for it, and they do not receive it after the time for which they have paid has run out. This of itself proves that the success of THE GAZETTE is earned and not faked.

Please give us an opportunity to convince you as to the foregoing. Permit us to send you a recent issue of THE GAZETTE at our expense. Address

The Breeder's Gazette 542 S. Dearborn Street
Chicago, Ill.

OR
GEORGE W. HERBERT, INC.
Advertising Building
CHICAGO, ILL.



OR
WALLACE C. RICHARDSON, INC.
41 Park Row
NEW YORK CITY

J. E. Coulter Makes Change

J. E. Coulter, manager of the printing department of the Burroughs Adding Machine Company, Detroit, has become business manager of the *Saturday Night Press*.

During his two years' service with the Burroughs Company, Mr. Coulter has purchased all printing, engraving and photography, and has had supervision over the company's private printing plant, in addition to acting as general printing manager. He is well known among Detroit printers and engravers.

Previous to his coming to Detroit, Mr. Coulter was connected with the Riverside Printing Company, of Port Huron, Mich.

The Dooley-Brennan Company —New Agency

The Dooley-Brennan Company has been formed in Chicago to conduct a general agency business. The officers are A. J. Dooley, president; John F. Sowers, vice-president, and Hugh Brennan, secretary and treasurer, all of whom have been associated in the Clague Agency for a number of years. Mr. Sowers has been chief of the Clague copy department for ten years, while Mr. Brennan was space buyer and Mr. Dooley had the direction of important accounts.

Grey to Care for Moving Picture Advertising

Moving picture producers who are allied in the Mutual programme have decided to centralize their advertising, and John W. Grey, formerly of the Universal, has been put in charge of the new department which will have charge of the publicity work. The concerns which are affected by the new arrangement are the Keystone, Reliance, Majestic, Kay-Bee, American, Beauty, Domino, Broncho and Mutual Weekly.

Large Insurance Campaign

The Canadian Life Insurance Company is carrying on an extensive campaign throughout the Dominion, featuring its service. Practically every newspaper in Canada is carrying copy, three columns wide and eight inches deep. A booklet explaining the different policies of the company is offered. The appropriation was one of the largest ever made in Canada by an insurance company for advertising.

Indestructo Hampers on the Market

The National Veneer Products Company, Mishawaka, Ind., makers of Indestructo trunks and luggage, has placed on the market a line of veneer hampers, to take the place of wicker baskets and hampers. The manufacturer's announcement states that they are adapted for use in the home, office, shop, hospital, school or club. Advertising plans are not yet perfected.

Maxwell Annual Report

The Maxwell Motor Company, of Detroit, has issued its first annual report, showing net profits applicable to dividends of \$1,505,467.00. It is further announced that the business done during the first two months of the present fiscal year (August and September), are twice as much as during the same period of last year. The officers of the company believe that prospects for a successful year are most flattering.

Substitute for Eggs in the Newspapers

"No-Eg," a new Canadian production, and a substitute for eggs for baking and cooking, is being advertised in the Toronto daily papers. The claim is made in the advertisements that one 25-cent tin of the product is equal to forty eggs. The No-Eg Manufacturing Company, Toronto, is the manufacturer.

Butterine Advertises in Pennsylvania

The E. H. Clarke Advertising Agency, Chicago, during the past week placed orders and copy for the Pittsburgh Provision & Packing Company (Holland Brand Butterine) in dailies and weeklies in western Pennsylvania. The agency is now asking for rates for an additional list in the same territory.

Spiro With Troy Wagon Works

Jesse D. Spiro has been appointed advertising manager of the Troy, Ohio, Wagon Works Company. Mr. Spiro's attention will be devoted largely to the exploitation of a trailer for motor trucks. He has been city editor of the Canton, O., *Repository* for several years.

Succeeds LeRoy at Western Clock Company

L. O. Duncan has been appointed advertising manager of the Western Clock Company, LaSalle, Ill., to succeed the late G. A. LeRoy. Mr. Duncan has been in the service department of the Root Newspaper Association in Chicago.

"Larry" Greene Moves

L. R. Greene, advertising manager of Sherwin-Williams paints in Canada for the last three years—and for fourteen years before that with the same firm in Cleveland—will become general sales and advertising manager for the Tuckett Tobacco Company, of Hamilton, Ontario, January 1.

G. P. Blackiston, advertising manager of the Berger Mfg. Company and the Stark Rolling Mill Company, Canton, O., for the past five years, tendered his resignation December 1 and will devote his entire attention to the Advertising Laboratories, Canton.

Real National Commission Assured

The important action was taken by the executive committee of the Associated Advertising Clubs of the World at its meeting in Chicago, December 10 and 11, of constituting the national organizations of several advertising interests officially departments of the Association.

Heretofore the departments have been composed of representatives of the different interests unorganized.

Hereafter, the different national associations, as for instance the Association of National Advertisers, which will represent the department of national advertisers, will conduct their departmental sessions, and also elect representatives to the newly established National Commission.

The significance of the action of the executive committee, which thus endorses the work of a special committee headed by Herbert S. Houston, is that the National Commission, the Supreme Court of advertising, so to speak, is assured the representation and support of practically all the national bodies.

The organizations with which this affiliation has been effected are the Poster Advertising Association, Quoin Club, Association of National Advertisers, Association of Specialty Manufacturers, Association of American Directory Publishers, Agricultural Publishers Association, Association of Retail Advertisers, Graphic Arts Association, the Religious Press Association and the Business

Press Association. Several of these associations were organized for the first time at the Toronto convention. The Outdoor Advertising Association and the newspaper interests are expected to join. The advertising agents are not at present organized in a national association but will be represented as before. The United Typothetae will probably join the movement.

The pledges of substantial financial co-operation by the different organizations assure the support of a permanent traveling secretary and further progressive work.

To complete arrangements for the Chicago convention, June 20-24, a special programme committee, headed by Douglas N. Graves, of Boston, conferred with the president and executive committee of the Chicago Advertising Association.

Lewellyn E. Pratt, chairman of the Educational Committee, reported that a series of five lectures had been arranged for delivery to various advertising clubs throughout the country, which will be delivered by Frank Stockdale, of System, the material being furnished by Wheeler Sammons, of System; Harry D. Robbins, former chairman of the Vigilance Committee; S. C. Dobbs, vice-president of the Coca-Cola Company, and Prof. Frank Alvah Parsons.

Herman Suter has been elected vice-president of the Syndicate Publishing Company, New York, to take the place made vacant by the resignation of W. T. Adair, who has gone with the World Syndicate Company.

Now Is Your Opportunity

At no time during the eighty years of publication has the New Yorker Staats-Zeitung figured so largely with the German population of America. Its additional thousands of subscribers prove this.

It has the entire support and confidence of its readers, and this adds immeasurably to its value as an advertising medium.

Now is the time to win the good will and patronage of its followers.

Figure the Staats-Zeitung in Your Next Advertising Appropriation

New-Yorker Staats-Zeitung

"The National German Daily"

Largest German Circulation in America

HERMAN RIDDER, Publisher

This Year's Advertising for Christmas Trade

Many Advertisers Find Special Holiday Copy Pays—Stress Is Laid on Practical Gifts—Methods Adopted by Some of the Leading National Advertisers at the Holiday Season

WHAT is new in this year's appeal for Christmas trade? The one thing that sticks out most prominently is the strong play being made by manufacturers of useful, practical articles. This has always been a favorite form of appeal, but this year is more prevalent than ever. In order to determine something definite regarding the value of special Christmas advertising, PRINTERS' INK addressed a number of advertisers and this article is based on the replies received. In several instances an interesting note appears regarding special Christmas containers and upon dealer helps closely related to seasonable selling.

Advertisers there are who cannot see the value of a special Christmas campaign; their copy is either omitted during the holiday season or continued along the usual lines followed the balance of the year. But the success of the large number who believe in it is past question. Eighty per cent of the Huyler's purchased in the last half of December are estimated to be for gift purposes. Seventy-five per cent of Conklin fountain-pen purchases in December are by women—exactly the reverse of the condition holding

during the other eleven months. The Parker Pen Company is working overtime since the appearance of this year's Christmas copy. The testimony of Kremenetz & Company is to the effect that their factory is running to its capacity, "regardless of the conditions now obtaining." All of which is either direct or indirect evidence of the value to these advertisers of a special Christmas campaign.

It will be of service to try to discover what particular form of gift-appeal is used by them and by others of the largest national advertisers.

PRINTERS' INK is indebted to the Robeson Cutlery Company, Robert A. Johnson Company, S. L. Allen & Co., and the other manufacturers referred to below for copy of Christmas advertisements, as well as to those whose advertisements are reproduced. The engravings shown were chosen not because they are better than others, but as typical of this year's Christmas copy.

DECORATIVE BOXES HELP MOVE THE GOODS

Kremenetz & Co. advertise collar-buttons, put up in gift sets, in the December magazines. "Just what I needed—useful things," the young man says in the

copy. The advertising manager, Carl H. Lebkeucher, tells PRINTERS' INK that special boxes have been made a telling sales force by this company, though he states that it is essential to advertise the boxes along with the goods to make them valuable.

"We think the box medium

Give him an
AutoStop
SAFETY
RAZOR
—it's the only one
that he can use
for a year—without
continual
blade expense

because

It strops
itself

AutoStop Safety Razor Co., 245 Fifth Avenue, New York Toronto London

ATTRACTIVE LAYOUT, WITHOUT OVER-EMPHASIS OF GIFT APPEAL

"Don't Let Me Forget This"



A

LL the best things — best clothes, best automobiles, best paper — command instant attention. They stand out from the commonplace. So, in a booklet on **Cameo**, you get a sense of distinction before reading a word. The reading matter and the pictures suggest quality.

CAMEO PAPER

A Warren Standard

has the distinction that attracts instant notice. Its velvety, dull-coated surface brings to half-tones the beautiful depth of photogravures, giving you the uttermost value of money spent on engravings. Its quality of depth does wonders for all sorts of plates and type matter.

Send for Printed Specimens

and prove to yourself what **Cameo** can do in printing one or more colors. If you wish, we will send specimens of all Warren Standard Papers which are suited to every requirement of booklet work. You will find in them valuable suggestions for color, typography and new possibilities of paper-effects.

S. D. Warren & Company

163 Devonshire St., Boston, Mass.

*Manufacturers of the best in staple lines of
Coated and Uncoated Book Papers*



when used in this way is valuable for goods like our plated specialties," he continued. "We do not think a box of any value in helping the sale of fine jewelry like our general 14-karat line, for the jeweler in the larger cities has ideas of his own about displaying his goods, and they are generally very good ones."

Krementz is using this season newspapers for the first time, in addition to magazines. "While

ing opportunity for attractive counter and window displays. "We know that dealers appreciate their value," says Mr. Weaver, "as they are very careful, in ordering their Christmas merchandise, to ask us to make sure to send them a liberal supply of the Christmas cartons. When we do not send them enough they write us for more and give us plenty of reasons for their requests."

Holeproof advertising this month features the Christmas package, and this was also true of the special dealer-helps sent to retailers. The company further ties up the product to the idea of Christmas giving by supplying a cut-out window paster to dealers, which is an enlargement of the current magazine illustration, and several thousand dealers will make window displays of the Christmas cartons and paste on the glass the proof of the magazine copy.

Bissell carpet-sweepers are shown in the magazines this year with illustrations redolent of Christmas atmosphere and suggestive gift-appeal. One advertisement, headed "The New Spirit of Christmas Giving," emphasizes the practical gift as follows: "The realization that more than a mere wanton expenditure of money is necessary to the true appreciation of a Christmas gift has contributed largely to the popularity of such useful, labor-saving articles as a Bissell carpet-sweeper." A strong appeal is found in this: "Every woman would like a new sweeper so she can keep her old one upstairs."

The fountain-pen makers furnish an instructive lesson in their method of cashing in on the idea of giving useful articles. The practical gift *motif* is the main line of appeal for Conklin pens. W. N. Bayless, the advertising manager, brings out the interesting slant to the merchandising problem, stated above, that 75 per cent of the purchases of fountain-pens during eleven months are by men, while in December this condition is reversed and women constitute three-quarters of the pen-buyers.



An Ideal Gift for Mother "From Father, Sister and Brother"

and mother is not the only one who would appreciate such a drudgery-saving gift—there is married sister or that dear old aunty, whose work could be made lighter and more pleasant. Just think

BISSELL'S

"Cyclo" BALL BEARING

Carpet Sweeper

will save a backache every day for ten years or more, will brighten and preserve the carpets and rugs and do away with the sickening clouds of dust. No other cleaning device can take the place of the Bissell for daily use and all women like two sweepers—one for upstairs and one for down. Let your dealer show you a modern Bissell sweeper with all the latest improvements. There is a variety of handsome patterns in all kinds of fancy woods and finishes at \$2.75 to \$5.75. Booklet on request.

Bissell Carpet Sweeper Co.

Grand Rapids, Mich.

Nagara Falls, Cana.

THIS COPY IS PERMEATED WITH THE
CHRISTMAS SPIRIT

our business has shown a large increase," said Mr. Lebkeucher, "in the points that we have focused on, we cannot tell until after the Christmas season is over just how valuable it is going to prove."

The two-fold value of the Christmas package is shown by the Holeproof experience. H. V. Weaver, of the Holeproof company, says that it is a great inducement to the dealer by afford-

"We believe this is simply the natural outcome of Christmas-shopping conditions," said Mr. Bayless—"women buy most of the Christmas presents for the family, and when thinking of what to get for father, husband, brother, son, the logical suggestion is a fountain-pen."

This statement would seem to indicate the value to this company of copy of a gift-suggestion nature. One of the Conklin cut-out

note of optimism in his letter: "Since the appearance of our Christmas copy this year we have been literally flooded with business. I do not know whether it is altogether the Christmas copy or the improved business conditions; possibly it was due to both."

"Incidentally, it may be of interest to you to know that during the comparatively dull season since the European war broke out we have not curtailed our advertising in the least. We went on the theory that the dealer during the time of the depression needs more aid and assistance from the manufacturer than through any other period of his existence. From the generous manner in which the trade are sending in business almost in greater quantities than we can take care of, it shows they appreciate our giving them assistance when they most need it."

The big, bold hand extending

The One All Year Round Christmas Present

Ingersoll
the Dollar Watch

Skates, sleds and hockey sticks are useful only in winter; baseballs, bats and catcher's gloves are summer necessities; footballs are for fall only.

A watch is a necessity to every real boy who wants to do everything on time—who wants to time for himself, the periods of football games and other events—to get him to school and back home in time for dinner.

The boy who hasn't any watch is to be pitied, the boy who owns an Ingersoll dollar watch is to be envied for he has just as good a watch as anyone can want for accurate time-keeping purposes.

ROBT. H. INGERSOLL & BRO., 115 Fourth Ave., New York

HOW INGERSOLL APPEALS TO BOYS

easels is directly based on this statement of Mr. Bayless. It shows Santa Claus distributing a woman's gifts to all the members of the household, receiving each one from her hand as she finishes addressing the holly-decorated carton.

CULMINATES A SUCCESSFUL CAMPAIGN

The novelty appeal enters into the advertising of the Parker Pen Company in the form of a pen with a transparent barrel, through which the "Lucky Curve" may be seen in action. The copy mentions the special box, and Mr. Parker attributes part of the extra Christmas sales to this. He adds this

Surprise Her With This Practical Gift For the Home

When you've trimmed the tree and filled the stockings, and good old St. Nick is about due by the chimney route, why not play Santa Claus yourself to your tired wife? Get this wonderful little vacuum cleaner and roll it into the room. Your wife will be delighted, for no other gift can ease her home duties like a

Western Electric Vacuum Cleaner

Be sure she gets the new No. 1 Western Electric Cleaner—the cleaner NOT built like a broom. Guaranteed by the world's largest distributors of electrical supplies. Can be attached to any electric light socket. Dust bag rests on a light rigid frame which makes handling easy and allows clothes to be hung away on a clothes hook. Price \$32.50, including extension cords for cleaning under furniture.

Write for details of this machine and the name of our nearest agent. Ask for Booklet No. 11-2.

WESTERN ELECTRIC COMPANY

Manufacturers of the famous "Tiger" Vacuum
Distributors: THE ELECTRIC SUPPLY CO., INC.
NEW YORK, N. Y.

EXAMPLE OF COPY THAT HELPS SOLVE THE PERPLEXING GIFT PROBLEM

an Ingersoll watch makes the advertising dominant wherever it appears. This is the Ingersoll idea, with Christmas adaptations. The importance of the dealer's window is acknowledged by the issue of a set of small, inexpensive

Are You Just Guessing, Or, Do You *Know*?

A leading advertising agent tells PRINTERS' INK that one of his greatest sources of strength is knowing *where* to go to get a particular piece of information.

He believes that in every branch of human knowledge there is always some one person who is better posted than anyone else.

The problem is *to find that person*.

And such is the problem which for 26 years has confronted the editors of PRINTERS' INK.

Our writers—more properly called investigators—have been sent from one end of the country to the other to interview the man who knows more on a given phase of business procedure than anyone else.

Such conundrums focus in this office as:

How can I overcome the indifference of jobbers to my line?

How can I improve my advertising copy?

How can I break into the New York market?

How can I reduce the waste in my advertising literature going to dealers?

How do other manufacturers fix their advertising appropriations?

How can I get clerks in retail stores to talk my brand more intelligently and convincingly?

Week by week in PRINTERS' INK have appeared fact-articles on hundreds of such subjects of utmost importance to big business executives.

When a particular problem becomes pressing in your organization, it may easily be worth thousands of dollars to be able to refer quickly to what a dozen successful business men have had to say on that topic.

The answer is: *Keep Your Files of PRINTERS' INK*—keep them so that you can refer to them in an emergency and get the facts which our investigators have spent a lot of time, money and effort to accumulate.

Bound Volumes of PRINTERS' INK are issued every three months and cost \$2 each in handsome library binding.

This coupon properly filled out will operate as a "till forbid" order and bring you in permanent form data which in some crisis may prove invaluable.

PRINTERS'
INK
PUBLISHING
COMPANY,

12 W. 31st Street,
New York

Please send us Bound Volumes each three months as issued. Price \$2 per volume.

Also send us the three Bound Volumes back to January 1, 1914.

Name.....

Address.....

cards with easel back, in addition to cut-out posters.

The gift suggestion in Auto-Strop razor copy is contained in the illustration and headline, and here again the practical feature is played upon—an Auto-Strop is "the only one he can use for a year—without continual blade expense." Then follows a description of the razor's mechanical fea-

a background. In one the little maid presides at an electric chafing-dish and in the other kneels before a luminous radiator. The gift-appeal is woven into the text in this manner:

"Your gift-giving problem is solved if your friends have electricity in the home. Possibly the use of electric light has been the limit of their discovery of the

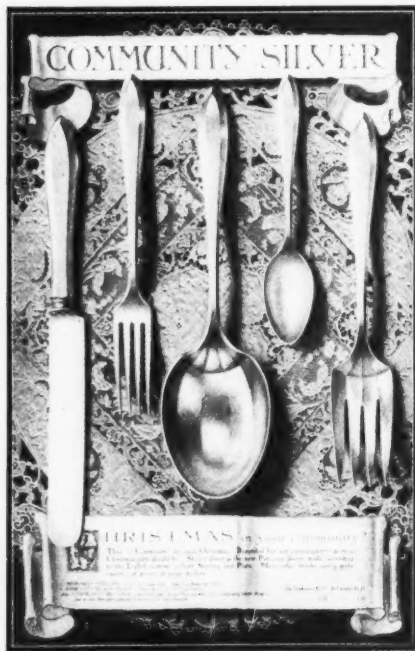
practical value of electric current. Or they may know from experience that electrical household appliances are absolute necessities in the modern home. Westinghouse Electric Ware in either case will be highly appreciated and will be useful every day in the year."

"Practical gifts—that will delight any woman" is the headline of a current advertisement of the Western Electric Company. Interest is gained by illustrating various electrical devices that make duties lighter or the home righter.

An important part of this campaign is a 20-page folder which is furnished dealers. The thumb-nail sketches on each page are unique and serve to hold the reader's interest to the last page.

The holiday campaign of the Hotpoint Electric Heating Company centers around a double-page spread in the *Saturday Evening Post*. The Christmas spirit pervades the whole page, though there is nothing in the text that refers to giving except the headlines, "Make It a Hotpoint Christmas. Let these serviceable electric appliances bring joy to your friends."

In the balance of the space are illustrated, described and priced



"TRADING UP" AT ITS BEST

tures. F. A. Miller, the advertising manager, says in this connection: "We feel the Auto-Strop Safety Razor is so different from any other shaving device in the market that we must emphasize this in every piece of copy."

The Christmas campaign of the Westinghouse Electric & Manufacturing Company in the magazines centers around two illustrations, both of a little girl with a Christmas tree in silhouette as

eleven Hotpoint appliances, and it would seem that some one of these would furnish a gift idea to many a perplexed person. The two-color printing—green and red—throws a Christmas atmosphere around the whole advertisement in the holly and poinsettia decorations.

The chaste refinement of the Oneida Community advertisement almost puts these goods out of the utility class, until one reads in the copy "Beautiful but not extravagant—as true Christmas gifts should be."

THESE GOODS NOT IN UTILITY CLASS

Thus are some of the manufacturers advertising whose problem is the merchandising of utility articles. They have become members in high standing of the "Spugs"—Society for Promotion of Useful Giving.

Don't think, though, that the other sort of advertisers has vanished, or all of them taken to a safe harbor until the wind is better adapted for fine sailing. They are very much in evidence, and if only a few are mentioned it is because of space limitations.

Comes first the Daisy Manufacturing Company, representative of the toy advertisers, who are reaping an unusual harvest this year, if but half the reports are true. The "Happy Daisy Boy" is the moving spirit of the advertising—considered by his company to be the best-known boy in America. One advertisement, for grown-ups, pictures a father recalling the pleasure his first gun afforded him, and in imagination he sees his own lad with a Daisy rifle. Another, in a boy's magazine, pictures the boy's dream of possessing

this rifle for his very own. "No wonder he smiles in his sleep," runs the copy, "for he feels sure that long package Dad wouldn't open is a genuine Daisy pump-gun."

And here is the Kodak copy, with usual charm of composition in illustration. Not necessary to say much in a Kodak advertisement—the picture tells the story.

The finger-ring Christmas announcements of White, Wile & Warner, Buffalo, are seen this year in a number of different forms, culminating in the two-color page in the *Saturday Evening Post*. The "gift that never grows old" is the form of appeal this advertiser uses. Even here the economy idea is present: "at prices that start at as little as \$3—yet all of the same solid-gold construction, all with the same W-W-W guarantee."

Consistency in illustration, story and phraseology is the aim of the Columbia Grafonola advertising. The striking silhouette design in

Gifts Men Like



FOUR Kremetz 14 Kt. Rolled Gold unbreakable Collar Buttons in a handsome Christmas box—\$1.00.

TWO Kremetz one-piece-bean-and-post Collar Buttons and two Kremetz 14 Kt. Rolled Gold Collar Buttons, in an attractive holiday box—\$2.50.

A pair of Kremetz Cuff Buttons built with the famous Kremetz one-piece-bean-and-post. Choice of a wide variety of exclusive designs; plain, engine-turned or engraved. In a handsome gift box—\$2.00.

Kremetz

Kremetz Bodkin Studs, Vest Buttons and Cuff Links for evening wear, are an ideal Christmas gift for the careful dresser. Note in the illustrations below, how the Kremetz Bodkin Clutch "goes in like a needle and holds like an anchor." Sold in sets or separately. Price per set in presentation case—\$5.00 up.

Remember, the name Kremetz stamped on these goods guarantees:

"If unsatisfactory from ANY cause, they will be replaced FREE."

The better haberdasheries and jewelry stores sell these guaranteed Kremetz Gift Sets. Solid Gold and Platinum Dress Sets sold at select jewelry stores only.

If your dealer hasn't received his Christmas stock order direct from us, enclosing price. We will deliver to you, or to any address you desire, packed in Christmas boxes, daintily tied with ribbon and enclosing your personal card.

Kremetz & Company
Chestnut St. Newark, N. J.



CHRISTMAS SETS, IN SPECIAL BOXES, PLAY AN IMPORTANT PART IN THIS COPY

the magazines is duplicated on the dealer hanger, on the folder, on car-cards, "movie" slides and in the newspaper electros. This is the feature—concentration—which enables the Columbia company to cash in on the Christmas appeal.

In somewhat similar manner the Victor Talking Machine Company centers its advertising around the statement "There should be music in every home on Christmas morning," and the resultant question, "Will there be a Victrola in your home this Christmas?" These two sentences dominate the copy in magazines, window posters and folders for general distribution.

The Hallet & Davis Piano Company's advertising throbs with the human-heart element—one must read it to appreciate it. It won't always hit, some folks will sneer, but "this personal appeal grips very strongly when it does take," writes C. V. Forbes, the manager of the company's advertising department.

Huyler's copy this year appears in the newspapers, and is running in all the larger cities the country over. "We first put across the gift idea," said Mr. Akin, "and then suggest particularly appropriate boxes as gifts. Some years ago, when candy-boxes were very plain and less ornate than they are to-day, there was a large demand during the holiday season for fancy boxes and baskets, and to meet this demand we produced such a line. During the last two or three years there has been a rapid change in the style of ordinary boxes used by confectioners. On this account there has been a falling off in the demand for special fancy Christmas boxes. We do, however, continue to produce a line of holiday packages whose decorations are such as to convey the Christmas spirit.

"In selling this line our salesmen usually find it easy to interest the dealer, as the baskets and boxes are different every year and afford the dealer an opportunity of buying a particularly attractive line of Christmas goods. When it comes to selling the goods, how-

ever, he sometimes finds that he has overestimated the buying power of his trade, with a result that he is unable to move his stock in the limited time allowed."

Mr. Akin is a great believer in the value of the dealer's window at Christmas time. One of the chief features of this year's display is a heavy cloth eyeletted sign printed with seasonable design.

The mission of Christmas copy is to induce persons who read the copy to buy the article advertised for the purpose of giving it away. The problem of Christmas giving surely does not grow less with the years, and the suggestive copy acts as a very real help in untold instances when the giver is at an absolute loss to know what to get.

Big Campaign for "Made-in-Canada" Products

Everything is ready for the big "Made in Canada" campaign which is to be opened early in 1915. Working together the Canadian Home Market Association and the Canadian Press Association will send out 4,000 full-page advertisements to the different papers of Canada. Every daily and weekly paper in Canada is to participate. About \$85,000 is to be expended for newspaper publicity alone. A full-page advertisement will appear in each newspaper once a week for three weeks. The newspapers in Canada have promised to do all in their power to promote this feature and in organizing window displays in each city, town and village. Each newspaper advertisement will be headed: "Keeping Canadian workmen employed." Two or three small paragraphs will follow the head explaining the purpose of the campaign.

To supplement the newspaper publicity a special window display campaign, special supplementary general advertising by individual Canadian manufacturers and special supplementary advertising by local retail merchants will be carried on.

The advertising will be placed direct by the Canadian Home Market Association.

Carter's Novel Ad

The manufacturers of Carter's knit underwear are distributing through retail stores a novel advertisement in the form of a sachet bag, enclosed in a waxed paper envelope. On the outside of the envelope is printed an advertisement for the underwear and the name of the dealer distributing the novelty, and the sachet bag is made of a sample of one weight of the underwear.

Waitt & Bond Entertain Pilgrims

Over one hundred members of the Pilgrim Publicity Association of Boston were entertained December 10 in the factory of Waitt & Bond, manufacturers of the Blackstone cigar. The party was divided into groups of fifteen men, each group with a guide to show them through the factory from basement to top floor. Each process from the opening of the case of leaf tobacco to the color-sorting and packing was carefully explained.

After the inspection the Pilgrims were the guests of President Wm. E. and Vice-President Chas. B. Waterman at a course dinner served in the building. A brief talk was given on conditions in the leaf tobacco industry. After dinner each Pilgrim was presented with a souvenir box of cigars, and as the guests left the building in a body the hosts placed in the hands of each an attractive box of Christmas cigars. This was the sixth of the Pilgrim "Little Journeys."

Circulars in Prophylactic Boxes

The Florence Manufacturing Company, Florence, Mass., manufacturers of the Pro-phylac-tic tooth brushes, are enclosing a circular in each individual box offering Keepelean brushes and mirrors at special prices. This circular is being used as a means of securing distribution for these products through the established sale on the tooth brushes.

Advertises Tobacco for Canadian Soldiers

The Tuckett Tobacco Company, of Hamilton, manufacturer of cigars, cigarettes and tobaccos, hit upon a novel method of creating a market for its goods among the 32,000 Canadian soldiers located in England. In quarter-page advertisements which appeared in practically every city in the Dominion the company offered a package of 100 cigarettes; a large plug and a large can of smoking tobacco or a package of 50 cigarettes and a pouch of tobacco for 50 cents, packed and sent to any Canadian soldier in England to be delivered on Christmas Day.

National Campaign for Live Stock Insurance

The National Live Stock Insurance Company of Indianapolis has announced that it will begin a national advertising campaign in 1915. The cost of the campaign will be about \$50,000. The plan was tried out in a restricted territory and produced such good results, it was stated, that it was determined to use it in a national campaign.

Jordon Leaves Van Hoesen

Edgar W. Jordon has resigned his position on the copy staff of the H. M. Van Hoesen Company, Chicago, and has returned to the Cramer-Krasselt Company, of Milwaukee.

THE smart set that reads up-to-date magazines are good buyers of necessities, but they are not satisfied with these alone; they need and must have the luxuries of life.

Pianos, books, kodaks, jewelry, automobiles, perfumes, talking machines, etc., etc., are the "daily bread" of the readers of



If the readers of Snappy Stories pay \$30,000 a month for their light reading, what would they spend for your merchandise?

For many things used by up-to-date young men and up-to-date young women, this magazine gives advertisers *double value*.

MARK A. SELSOR, Advertising Manager
16 East 33d Street, New York

H. A. BUCKHOUT
338 Washington St., Boston, Mass.

GUY W. WHITCOMB
815 Advertising Bldg., Chicago, Ill.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, DECEMBER 17, 1914

"Made in U. S. A." Not a Boycott

It is important that the "Made in U. S. A." campaign shall be so conducted that foreign nations will not get the idea that this is an attempt to boycott goods made abroad. If such an interpretation should become current—among the South American countries, for example—it is not at all improbable that those nations would retaliate by starting a counter-movement to boycott Uncle Sam's products. We are today exporting altogether too large an amount of our manufactures to run the risk of incurring foreign resentment and retaliation. Our exports of manufactured goods last year amounted to \$1,187,000,460. Our total merchandise exports amounted to \$2,465,884,149.

This is surely an item of great consequence, and we cannot afford to emulate the dog in Aesop's fable who dropped the bone he already possessed for the shadow in the water. Not that PRINTERS' INK would for a moment imply

that this movement to increase the prestige of our own manufactures among our own people is the pursuit of a shadow. At the same time it is well to point out right at the beginning of this campaign that it is not without its dangers, and an unusual degree of caution and restraint is necessary if it is to result in all that its sponsors hope from it.

It is gratifying to note that this fact is appreciated by some of those who have been most active in promoting the movement. Thus, E. C. Patterson, of *Collier's*, in the first of his series of page advertisements devoted to the movement, said:

"To do this we need not erect—in the name of patriotism—a corresponding wall of prejudice against our foreign friends and neighbors. Let us not replace one prejudice with another. Let us have done with prejudice—first of all with our unreasonable prejudice against our own manufacturers—and face the unquestionable fact that in many lines which we import from Europe American products are not only equal, but often superior.

"Foreign countries always will have certain products which are unique, things which we want and which we ought to buy, but there is no conceivable reason why we should prefer an imported label to a superior product."

Again, under date of December 12, Mr. Patterson says:

"We have not preached the selfish and short-sighted doctrine of American goods merely because they are American,—but have attempted only to break down the prejudice already existing in favor of foreign goods merely because they are foreign.

"We have said that one prejudice is as bad as another—that we should have done with prejudice and buy goods on their merits—and that whenever we should begin to base our buying upon intelligence rather than bias, we should find that most of the things we have been buying abroad are better made at home."

That is good sense, from whatever standpoint it is regarded. It

would be hardly consistent, for example, for a publisher to solicit the advertising of Pears' Soap or Beecham's Pills and at the same time carry on another page an exhortation to his readers to refrain from buying foreign products. A manufacturer who would do business with the Argentine Republic will wisely refrain from identifying himself with any movement which recommends a boycott of Argentine beef. A boycott is two-edged, and may cut both ways.

PRINTERS' INK would like to see the "Made in U. S. A." movement divorced absolutely from the idea of a boycott. That does not mean that it should not be prosecuted in straightforward and vigorous fashion, but it should be carried on with a due regard for the sensibilities—and the intelligence—of our neighbors.

Since the above was put in type, we note the following editorial in the November number of *The Advertising World*, of London, England:

"The 'Made in England' movement—'British-made' would be a better term—is one with which we all sympathize; but it would be unfortunate if it were conducted in such a manner as to lead to discrimination against the goods of our allies, or even against those of neutrals. The consumer should be invited, persuaded, and exhorted to discriminate against the enemy, but against no one else.

"There has been here and there a regrettable tendency among traders to regard the U. S. A. as an enemy against whom they are entitled to ask the British public to assist them. This is a case in which they must do their own work. If they can offer quality, and value equal to, or better than, those of their rivals, they will not lack the consumer's good will. Otherwise they will not deserve it."

The phrase "enemy goods" unfortunately has a meaning just now for the British manufacturer. But it has no meaning whatever for the American manufacturer, and should have no place in his

vocabulary—unless we construe it as referring to shoddy goods, and goods which are not as they are represented. Such products are "enemy goods" indeed, but foreign nations do not enjoy any monopoly of their manufacture. As we have said before, the value of the "Made in U. S. A." mark will depend largely upon the quality of the goods to which it is attached. And above all, it should never be put forth as the slogan of a boycott.

Advertising To Meet Shortage of Raw Material The dyestuff shortage is undoubtedly a very real thing, but *Raw Material* has not a great deal of the alarm over its possible effect on American manufacturers a "merely psychological" cause?

The cloud has shown a golden lining to one industry at least. The manufacturers of this whole line put out their goods in packages of various sizes, of which the smallest retail at five cents. Severe competition has brought about the gradual increase in the size of this smallest or popular size and the progressive improvement of the package and of its label. In practically every case the five-cent package is very close to the ten-cent package in size, and often more attractive in appearance.

The effect of these improvements is, of course, to whittle away the profit in the five-cent package and yet increase the demand for it, presumably at the expense of the larger sizes, on which there was a reasonable margin of profit.

The threat of a shortage in the dyestuff which goes into the product of this industry has now brought all of the manufacturers to their senses, and there has been a tacit agreement, or, if that is too strong, a general recognition that the thing to do is to cut out the competitive waste of fine labels and what not in the cheaper package, reduce its size to where it was at the start and where it should be, and thus secure a normal profit. This is going to be

done, no matter how the market for dyestuffs goes. The reduction in size will show the economy of the larger packages and the business will be once more upon the right basis.

Some of the textile houses are worrying, perhaps with reason, over the possibility that they will have to manufacture solely white hosiery, white dress-goods, and the rest, but the Baltimore umbrella house which advertises its product under the slogan as "Made in Baltimore and raised everywhere," is already starting a campaign for white umbrellas and parasols for next year!

Whether white becomes the garb of mourning, as the British royal family are said to be urging on the empire, it is possible that 1915 is destined to be a great white year in fashion.

It ought to be a year of advertising, too, in one respect, at least. There are scores of trade-marked textiles that will be hit hard by the lack of dyestuffs. They cannot be made. The mills will be face to face with the necessity of selling an output of white fabrics. Will they enter into ruinous price-cutting competition, or will they trade-mark and advertise as before, or as perhaps some of them did not do before? It would seem that the way is open for some constructive thinking. If it is to be a white year, why not make it a *big* white year?

Time to "Come Back"

Fifty-eight jobbers in forty cities contribute to the *Dry Goods Economist* for December 5 a symposium of opinions on the business situation. Any person who can read the reports from these men, who are closest to the retail trade from Boston to San Francisco, and from Duluth to Galveston, and fails to be convinced that business is decidedly on the up-grade is entitled to a first-class pessimist's certificate without further examination.

It is commonly said that the iron and steel industry is the "barometer" of prosperity. The

iron and steel industry, however, only slowly and indirectly indicates the buying moods of the millions of individual purchasers who form the backbone of the advertiser's market. The advertiser who waits for the steel mills to show him when to put forth an extra effort is pretty certain to outstay his opportunity, and is likely to find his competitor riding the crest of the wave. The general-merchandise jobber is in a position to feel and record the buying current long before it reaches the proportions of a wave, and when any number of jobbers report a marked increase in orders it has its significance for the general advertiser.

There is in evidence throughout the pages containing these jobbers' letters a decided current of strength and optimism. The Middle West reports business in excess of 1913, with collections excellent. California is in excellent shape, though Washington and Oregon are suffering somewhat from poor prices for agricultural products. The mining districts, such as Utah and the upper peninsula of Michigan, speak of a temporary depression caused by the British declaration of copper as contraband of war. The South is naturally facing adverse conditions, due to the low price of cotton, yet bright spots are not lacking even there. The majority of the Southern jobbers speak of improvement within the last two weeks. Some of them say they cannot see where there is, or should be, any occasion for alarm.

The letters do not indicate any tremendous rush of prosperity. It is not to be expected that they would, nor would they be entitled to much credit if they did. They do reflect, however, a very marked and a very wide tendency to buy more freely than was the case even a month ago. What that should mean to the advertiser needs no elaboration on our part. It is high time for those advertisers who curtailed their appropriations, or dropped out altogether, to be thinking seriously of "coming back."

FACTS

The last two weeks ending December 5th and 12th have proven two of the heaviest booking weeks for advertising contracts in LIFE'S history.

Two facts stand out prominently in the above announcement.

First, LIFE is recognized as a real value medium for advertisers not an inflated or temporary bubble value, but a solid, permanent dependable value.

Second, business has turned the bend in the road toward confidence and prosperity.

When making up your list it means your interest to remember LIFE is a fixed, known value magazine, 32 years in business and stronger to-day than at any time in its history. If you have not used LIFE, join the ranks of those advertisers who are out for real, permanent, known values.

LIFE—the publication with a purpose, a policy and a spinal column. Its readers are the kind who believe and belong; the kind you will be proud to have as patrons.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

Making a Staple Out of a Fad

(Continued from page 10)

sort of a specialty which would be attractive to children and would put our Bigger-than-Weather propaganda in terms appealing to them. We figured we could well afford to pay a little more for it, because any expense which would lower the cost of inquiries and increase the percentage of sales was justified. Our decision was to get Peter Newell to design a series of post-cards. These post-cards would show our 'Bigger-than-Weather' boys in action; would please the children, and sell 'patrick's.' But having the cards we did not propose to depend on a line of six-point italics to let people know about it. On the contrary, we use a whole paragraph at the foot of the ad, and set it in black face type so that every boy would be sure to see it.

GETTING SCHOOL CHILDREN IN LINE

"Another important feature of our work in getting our patrick standardized as an ideal garment for school wear, was the conception of a 'Bigger-than-Weather' club. This we promoted through a booklet prepared by Elbert Hubbard, a club badge and membership certificate which we packed in the pocket of each coat. We also furnished dealers with sets of the Peter Newell post-cards to mail to their lists, and which, of course, we imprinted with their names. The postage on these cards we charged to the dealers, as in most cases they preferred that they go out bearing the Duluth 'mackinaw - headquarters' post-mark.

"But what we regarded as a most important factor in the campaign plan was tying the dealer up to the advertising. This was done by means of demonstration cards, actually picturing the process described in our mail literature and advertising. These cards we furnished the larger dealers in glassed frames, and they showed

by actual demonstration the various processes in making 'stump-fed' cloth, such as we used in our 'patrick's.' We varied these demonstration cards with smaller store hangers drawn by Briggs, the Chicago *Tribune's* cartoonist. These cards and style books, with a series of thirteen mailing pieces which we mailed in campaign form for our dealers, were a most important supplement to our national advertising. So many campaigns fall down because no precaution is taken to call attention to the goods *at the dealer's store*; or in other words, no effort is made to turn the interest aroused through the national advertising into actual over-the-counter sales. It is not enough, in our opinion, to make a person want your goods, you have to make him want them, and remind him that he wants them when he is in a store where he can buy them."

"Is the campaign working out according to your plan?" Mr. Hanchett was asked.

"Before we undertook our national advertising," he replied, "we had a small two-story woolen mill, as I have explained. In the past three years we have increased the capacity of this mill to more than four times its former production, and housed it in a large six-story building on Duluth harbor. In addition we have purchased knitting and spinning mills at Mankato, Minn., and erected a \$100,000 garment factory at Duluth. Instead of doing a local or sectional business, subject to sectional depressions and flurries, we do a stable nationwide business, which is now established beyond the reach of style or fad.

"But what we regard as the most important effect of our advertising is the revolution it has worked in our dealer relations. A few years ago our salesmen used to have to talk for hours before they could even get a dealer interested, or as I pointed out, actually sell the goods before the dealer's eyes to convince him. To-day the attitude is entirely different. Here is a letter for instance from Mr. Leeman,

Print It Says the editor,
it's a big story

Kill It Says the office, he
advertises with us

That double standard gave *Samuel Hopkins Adams* the motif for his novel, *The Clarion*, a story of an honest newspaper's fight for success.

"I wish," said an advertising man the other day, "that everyone in America who is buying or selling newspaper space could read *The Clarion*. It's like seeing a newspaper with your naked eye after looking at it all your life through smoked glass."

THE CLARION

By Samuel Hopkins Adams

\$1.25 net, illustrated. Order to-day from your book-store or by mail.

Houghton Mifflin Co.

4 Park Street - Boston

New York Banker Analyzes Prospects for 1915

Surveys the Big Facts That Make Optimism Justifiable—Believes Our Best Opportunities in South America Lie in Countries of Western Coast—Effects of New Habits of Economy

THE members of the Sphinx Club, at their December dinner in New York last week, listened to a sane and heartening address by an experienced New York banker on the prospects for the coming year. The speaker was A. M. Harris, of Harris Forbes & Co., and his subject was "A Look into 1915."

While Mr. Harris did not pretend to believe that our business troubles have been all mental, he was convinced that had we talked less about our troubles "the red ink balance on our ledgers would have been less unsatisfactory."

As good reasons for expecting a better year he cited the new Federal Reserve Banking system, under which nearly \$200,000,000 of additional capital formerly held as reserve will be available for the extension of business; an oversupply of foodstuffs which other countries must have; the fact that the blast let loose by the breaking out of the European war found us in a well-liquidated position; and the fact that public sentiment has begun to alter toward business enterprise.

SOUTH AMERICA ANALYZED

Manufacturers who have been sizing up their possibilities of doing business in South America will be especially interested in, and perhaps somewhat surprised by, Mr. Harris' statement of just where in that continent a growing demand may be looked for. Our banking system, he pointed out, will now enable us to go after South American business less heavily handicapped in comparison with European trade rivals. But let us not pit our energies chiefly against European houses where they are entrenched with

unusual strength. In the Argentine, Brazil, Venezuela and other countries on the Eastern coast our trade possibilities are not so large as in the countries on the Western coast. Europe has been financing the countries mentioned. In the Argentine alone England, France and Germany have an estimated investment of \$500,000,000, and the Argentine's exports of from \$25,000,000 to \$30,000,000 represent the interest payment on this investment. This is trade that the United States cannot get.

"Our trade opportunities would seem to lie more in the Western countries—in Peru, Chile, etc.," said Mr. Harris. "In general they are poorer than the Eastern countries, but they are richest in the specific things which the United States can profitably import, such as gold, silver, copper and nitrates, and in return for which we can sell them our finished products. And in this particular connection we find still another factor that works in our favor at this critical juncture—the Panama Canal. By means of it we have brought our centers of industry into communication far closer than those of any other important country with the very sections of South America upon which it seems to me and to others who have studied the problem our advances can be made most profitably."

Having surveyed the facts that would seem to justify optimism, Mr. Harris said that our attitude toward these facts was more important than everything else. He said:

"Face to face with a perplexing year, we must first of all grasp this idea: If life has an aspect changed for the worse, we must change for the better in order that the same approximate result be attained as before. Hitherto, as a nation we have found life a fairly easy, fairly prosperous sort of business. Our country has been rich in the elements of modern industrial wealth, and the coffers of Europe have been largely at our disposal for the development of these riches. The result of this has been a certain tendency toward the superficial

"The Big Show is Now Going On"

Reserve your space on the plants of the Pacific Northwest NOW.

The millions who will visit the Panama-Pacific Exposition will route their trip through Washington and Oregon.

Your poster should meet them at every turn in this hustling territory.

The buying power of this section will enjoy an enormous increase.

Your commodity should have the advantage of this tremendously increased circulation.

Our plants will soon be filled.

Don't wait until the last moment to place your orders.

Get in NOW.

Foster & Kleiser

Seattle
Tacoma

Portland
Bellingham

in American business. We became rich without really knowing how we did it. We became extravagant—industrially as well as socially. At this point I will quote from an address which I delivered a few weeks ago at Richmond before the American Bankers' Association.

HOPE IN NEW HABITS OF ECONOMY

"Few realize what a wave of economy is sweeping over this country, and the effect it may have on the amount of new available investment capital. It is unquestionably true that never before in the history of this country has there been such a widespread movement of economy, which extends not only to personal expenditures, but also to the expenditures of corporations and business houses generally. Following the panic of 1893 there ensued a general movement of economy. This economy, however, differed radically from that which we are witnessing at the present time. The panic of 1893 was followed by general industrial prostration and a large percentage of unemployed in every line of industry. Still, the economy of that period resulted within a few years in the greatest accumulation of investment capital we have ever seen, and a general upward movement of the prices of securities, which continued uninterruptedly for nearly ten years.

"The economic and industrial conditions at the present time are not to be compared with those following the panic of 1893. Aside from certain industries and businesses which have been especially affected there is employment throughout the country. The wave of economy, therefore, means a much more enormous and rapid accumulation of capital than ever occurred before.

"It is estimated that the European war is costing as high as \$50,000,000 a day. This is, of course, a huge sum. But you must remember that you are dealing with huge figures all around. The population of the nations directly engaged in the European war is over 300,000,000. An aver-

age saving of only 16 cents a day for this number of persons would amount to over \$50,000,000 a day. It should also be remembered that the destruction of battleships, forts, gunpowder, etc., is not a new loss of capital. This was paid for before the war started.

"With a population of 100,000,000 in this country, it would require only a relatively small reduction in wasteful expenditures for us to accumulate a saving amounting to hundreds of millions of dollars.

"With what do we build our railroads, trolley lines, develop our water powers, open new mines, enlarge our manufacturing establishments, build houses, provide insurance for ourselves in old age, or for our loved ones after our death? They have been provided for in the past from the savings for our own and other peoples. The annual savings or net gains of our own people alone have for several years averaged over four and a half billions of dollars, or slightly more than the combined figures for the United Kingdom, Germany and France. Add to our normal savings the accumulations resulting from economies in business and private life, and we should be able to adequately provide for the future development of our industries, enlargement of our foreign trade, and at the same time buy or build, or both, that about which we have so long talked, and only talked, but which now we have resolved we shall have, — an American Merchant Marine.

WAR'S WASTE PAID FOR IN PEACE

"The really enormous losses of the world are losses of peace! In times of so-called prosperity there is money enough to carry on many a war wasted either in sheer non-productive extravagance or in enterprises which have no economic basis. You have also doubtless read the statement that after every big war in history there has been an era of great prosperity for someone. This has been due in the past to conditions which do not, in the main, hold to-day. The end of the Napoleonic wars was

followed by England's rise to commercial and industrial dominance. True, but one must remember that the factors which made this possible do not exist to-day. A new industrial era had begun, and England found herself rich in those very things which dominated that era—coal and iron.

"To-day there seems no immediate possibility of a new era commencing. We fairly well know our resources. The cards have nearly all been dealt, and we must now look no longer to the dealer but to our ability as players. The farmer must cause 'two blades to grow where one grew before,' and the business man must through 'efficiency methods' in his business produce the same results as heretofore, but at a greatly reduced cost. Only a few days ago an officer of a large corporation (not engaged in manufacturing) made this statement: 'Since August 1 we have reduced expenses at the rate of \$140,000 per annum, and we have not dismissed an employee or reduced a salary.' That is efficiency and is better than an

equal gain in net profits without a corresponding reduction in expenses.

"In what I have just suggested there seems to me the most important phase of the present situation. The war is decreasing our material prospects of wealth. This can be offset only by a new energy on our part, more knowledge, more persistence, for the human factors must increase in ratio with the declining material factors if we are to maintain an even balance. If the war can bring this out of us, it is the only sense in which I can consider war a blessing. If this calamity awakens in us a partial sense of our own shortcomings, if it teaches us the disaster that follows humanity's failure to-day to understand one another, if it brings out in some small measure a new determination on our part, coupled with a broad and ready sympathy, then, perhaps it is not amiss to speak of the 'blessings of war.'

"On its present basis humanity seems to have to suffer before it can learn."

BRANCHES:
— LONDON, ENGLAND
— PARIS, FRANCE
— CANADIAN
WAREHOUSE

THE SARGOL COMPANY

AWARDED GOLD MEDAL
— BRUSSELS 1910.
— ROME 1911.

BUFFINGTON, N.Y.

Nov. 27, 1914

TO WHOM IT MAY CONCERN:-

We have for some time past been using various foreign ^{language} advertising mediums suggested to us by the Modell Advertising Agency and a considerable number of these which we had never previously used have brought us good returns. We believe that they are possessed ~~with~~ ^{by} an excellent knowledge regarding this particular class of mediums and think their services can be used to good advantage by business houses desiring to reach through advertising, this particular portion of the American public.

THE SARGOL COMPANY

For Foreign Language Publications throughout United States, Canada and Latin America consult

Modell Advertising Agency

150 Nassau Street

NEW YORK CITY

The Little Schoolmaster's Classroom

ONE of the most troublesome problems the advertising manager has to face is that of making sure that his advertising parallels his distribution. Particularly when his goods are sold through jobbers he finds it difficult to really find out the facts concerning the location of the dealers who deliver the goods to the consumer. The advertising is addressed to the consumer—but can the consumer really get the goods in the town where he does his buying? Some concerns, of course, are in that happy condition where they can honestly assume that their goods are sold “everywhere,” but in a majority of cases the advertising manager does not feel justified in any such conclusion.

* * *

When the solicitor for a publication with a territorial circulation, like most of the farm papers, for example, calls upon such an advertising manager, the latter often feels that he is groping in the dark. He does not question the facts and figures cited by the solicitor, but he frequently *does* question whether or not his goods or goods of similar grade are really sold to any extent through the small-town stores to country people. He knows it is not safe to rely upon his own personal opinion as to what the farmer buys, or what the country store carries in stock, yet definite facts covering any range of territory are hard to get. The Schoolmaster has been much interested in an experiment—admittedly an experiment—of the *Northwest Farmstead* and *The Dakota Farmer* in attempting to show with fair accuracy the distribution of standard advertised goods in the territories which they reach. In one of the November issues of each of those publications was printed a list of dealers who carry one or more of 25 different lines of advertised goods, the list arranged alphabetically by town and by dealers' names.

Furthermore, each dealer's name is followed by numbers, which indicate the specific lines of advertised goods he handles. For example, under Alexandria, Minn., we read: “Alexandria Hardware & Lumber Co., 7-12-20-24.” By referring to the key at the head of the section we translate that into the information that the dealer named carries the goods of the Northwestern Compo-Board Co. (7), the American Steel & Wire Co. (12), the Fosston Mfg. Co. (20) and the Waterloo Gasoline Engine Co. (24). Each of the 25 advertisers named has his number, which appears after the name of each dealer who carries his goods. The list of dealers is a long one, seven and one-quarter pages of six-point type being required for Minnesota dealers alone.

* * *

Of course the list serves a double purpose in showing advertisers where the distribution for advertised goods really is in certain towns and in showing readers where they can purchase particular goods. W. A. Whitney, advertising director of the Orange Judd Company and the Bushnell Company, tells the Schoolmaster that while the thing is an experiment, and it remains to be seen just how it will work out, it has stirred up interest in some unexpected quarters. Even a jobber registered a kick because some of his dealers had been overlooked. Mr. Whitney says he expects to repeat the feature in the spring.

* * *

An Iowa country-town clothing dealer says that a strong point in favor of handling a nationally advertised brand rather than his private brand is that, while he is known to the people who have been in the community for some time, the newcomers know the advertised brand much better than they know his store. He feels, therefore, that the nationally ad-

vertised brand is a constant puller of business from new people.

He scores a good point in recommending that for rural-district clothing advertising the advertiser will do well to replace the bulldog with a shepherd dog or a collie, to change the chappy college styles to sensible, every-day clothes, and to keep the gay youth picking the banjo or the mandolin out of the picture. For that matter, the Schoolmaster always believed that there has been entirely too much Reggy business in clothing advertising, no matter where

the advertisements are to appear.

* * *

One of the best window cut-outs that the Schoolmaster has seen in a long time is that familiar Globe-Wernicke illustration of the pleased gentleman demonstrating the G.-W. bookcase to the good-looking lady who sits gracefully at his feet. There is nothing to the cut-out but these figures and a life-size illustration of a box of books; hence the feature has the merit of simplicity. As you come down the street and see this cut-out up against a set of

Vogue Wants a Man

as an assistant to the General Manager. He will start filling a vacancy made by the resignation of its general mechanical man and purchasing agent, and will be expected to develop this position into that of Office Manager as rapidly as his energy and ability permit. Marked executive ability and some experience with publishing and office routine absolutely necessary. Ability to write clear, forceful English another requirement. Any special knowledge of printing, advertising, high-class office administration, types, paper, presswork, make-up, buying for publishers, cost and efficiency systems will also count in favor. Please do *not* call, but write full details in first letter, including age, education in full, experience, positions held, salary expected at start, and special qualifications along lines indicated. All applications will be considered confidential and will be returned if desired.

Address

Vogue, 443 Fourth Avenue, New York

Sworn Circulation 28,000 Clean Advertising Pages

Read by the *most solid* class of "Family Doctors."
Larger circulation—Rates *much less* per thousand
than any other medical monthly. *Ask your Agent about*

MEDICAL COUNCIL

416-420 Walnut Street

PHILADELPHIA



The Only Investment

that NEVER reduces interest rates or DEFAULTS on dividends.

LIFE ANNUITIES—Contracts issued ALL ages pay from 6% age 42 to 13% age 70. No medical examination.

LIFE INSURANCE. In 1914 I reduced annual premiums for two clients on policies taken 1913, for one 21%, for another 40%, giving superior contracts in each case.

J. A. STEELE, 170 Broadway, NEW YORK

Win South American Trade

by the use of Local Newspapers, same as you do here. The principle is the same, the response immensely greater, and the cost only a fraction. One house has cornered the corset field by this method. Solicitors wanted. Special attention to request from Advertising Agencies.

S. SALCEDO

Representing the Chilean Publications

149 West 35th St.

New York

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average Circulation **131,428**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, \$36:

"Printers' Ink is one publication I read from cover to cover."

ROSE M. KNOX
(Knox Gelatine)



"THE COUNTRY'S FOREMOST MEDICAL JOURNALS"

American Journal of Clinical Medicine,	Chicago, Ill.
American Journal of Surgery	New York
American Medicine	New York
Interstate Medical Journal	St. Louis, Mo.
Medical Council	Philadelphia, Pa.
Therapeutic Gazette	Detroit, Mich.

ASSOCIATED MED. PUBLISHERS

S. D. CLOUGH, Sec'y, Ravenswood Sta., Chicago, Ill.
A. D. MCTIGHE, Eastern Representative,
286 Fifth Avenue, New York

the sectional cases you are likely at first to take the figures for real folks.

* * *

An agency investigator went out and canvassed a goodly number of dealers in country towns and came back with indisputable evidence that these dealers preferred one certain medium of advertising above all others. A representative of a decidedly different advertising medium canvassed a group of dealers in towns of about the same size and obtained indisputable evidence that the dealers favored his form of medium. An advertising manager interviewed some twenty-five of the same class of dealers, doing his work with as open a mind as possible. He found that most of the dealers were passive, had no opinions to offer except those that the interviewer put forth for them to make their own. A number of the keenest dealers talked to said that the questions put up to them were questions requiring considerably more judgment in advertising matters than they felt they possessed! All of which proves—what?

* * *

The Schoolmaster is in receipt of a de luxe copy of a book entitled "Better Business," published by N. W. Ayer & Son. Inside the front cover is a leaflet, which is in reality a postscript, though it bears the title of "Foreword." The Schoolmaster is in hearty accord with the conviction which is expressed as follows:

"The text of this book was written before the beginning of the war in Europe, and is issued, without the alteration of a single sentence, at a time when that conflict is at its very height. . . .

"We are generally considered careful in our expression of business opinion and have a reputation for conservatism; but we speak from intimate and confidential relations with leading houses in many lines of trade, and we unhesitatingly express the belief that the United States is on the verge of unexampled commercial expansion.

"The wise man, in our judgment, is the one who, refusing to be blinded by the many exasperating conditions of this present hour, closely considers future certainties and shapes his course to reap the reward which surely awaits him."

"It is a rare time for real planning. It is a rare time for improvement of product. It is a rare time for strengthening of business organization. It is a rare time for sane advertising."

"It is no time for the bluffer. It is no time for splurge publicity. It is the time of times for the courageous conservative. Some great advertising successes will have their beginning while 1915 is yet in its swaddling clothes."

* * *

Here is a hint which the Schoolmaster offers to publishers for what it may be worth: Why not get from your old advertisers or from recent successful ones some specific details of their experiences that you can use as advertising copy? This is not only interesting but the most convincing kind of material. Advertisers are not always willing to have all of their experiences published, but usually they are willing to have the fundamental facts made known. These definite details—there have been a few such advertisements written—are worth a great deal more than general claims as to value, general testimonial letters from old advertisers, trite renewals of orders, etc.

* * *

The New York *Sun* tells of a barber-shop in the window of which appears a sign reading: "Live bait for sale here."

Those "Free Air" signs occasionally seen around garages always strike the Schoolmaster humorously. No matter how taxes go up, how the cost of living climbs, how the war burdens fall, how the tariff changes, we still have "free air" and lots of it.

- And inasmuch as air is even more necessary to the human body than food, the unlimited and untaxed supply is something to be thankful for.

Evidence that the

Trenton Times

is recognized in the foreign as well as in the local field as

The Pure Food Medium of N. J.

is found in the fact that it was the only N. J. Paper to carry the 55,000 line Armour & Co. contract

That the Trenton Times is the Largest N. J. Paper to carry the Westfield Campaign

A Prosperous Territory
A Strong Paper
Right Co-operation
are all found here.

KELLY-SMITH CO.

220 Fifth Ave. Lytton Bldg.
New York Chicago

Ask Any Seattle Advertiser

—or all of them—for their choice of the most effective advertising periodical in Seattle and the entire Pacific Northwest. We know beyond a doubt that the answer will be practically unanimous in favor of

The Seattle Times

The Times carries more advertising by far than any of its contemporaries. Its circulation is greater and its news service and mechanical equipment are second to none.

* Any more advertisers who want greater sales in the Pacific Northwest will be making a good business move in investigating THE SEATTLE TIMES.

TIMES PRINTING COMPANY

Seattle, Washington

The S. C. Beckwith Special Agency
Sole Foreign Representatives

New York

St. Louis

Chicago

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. Cash must accompany order. Forms close 10 a.m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & COMPANY
ADVERTISING
26 Beaver Street, New York
Chicago Philadelphia Boston

ADVERTISING MEDIA

PACIFIC COAST FARMERS of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER**, of Portland, Oregon—Weekly, 45 years.

ADVERTISING SERVICE

TO THE SMALL ADVERTISER: Has your appropriation been refused by large agencies because, they said, it was too small? I am affiliated with one of the largest agencies in America, that has a record of having built up many businesses. This agency will handle any account I bring it, no matter how small, because I write the advertisements. The agency binds itself to devote the same unsurpassed care and wide knowledge of merchandising to these little accounts as to its big ones. It also sees that my advertisements are so written as to insure the best results. The total cost to you is the card rates of publishers. Address, H. P. THURLOW, 63 Park Row, New York City.

ARTISTS

Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers. Will Bradley's Art Service
131 East 23rd St. New York



BUSINESS OPPORTUNITY

FOR SALE—Whole or part interest in fast growing new business publication. Need of capital reason for offer. Might consider engaging hustling business manager, experienced in class publishing business, who can make investment. Fulltest investigation offered. Address, Box 483, care of Printers' Ink.

DESK ROOM

Desk Room in New York

Cope Writer or other advertising service man or woman who has few or no callers can have fine desk up-to-date down town building and possibly sten. and phone, on extremely favorable terms. Address, Box 480, care of Printers' Ink.

FOR SALE

ELECTRO CABINETS—solid handsome 3-ply veneer bottoms, for filing cuts. 20 drawers, 6,000 sq. in. space, 43 in. high, \$14.40. Write for circulars. **WANNER MACHINERY CO.**, 703 Dearborn St., Chicago.

HELP WANTED

Live Wire can get the Western

advertising agency of a growing general magazine. Send full particulars. Address, Box 486, care of Printers' Ink.

WANTED—Young man with

inclination and ability to solicit advertising in the Eastern field for Agricultural Directory and farm paper. Will have to start on small salary until he can earn a big one. Address, Box 480, care of Printers' Ink.

Advertising Man Wanted

by technical monthly. If qualified can earn interest and obtain executive position. Give full particulars for interview. Address N. Y., Box 491, care Printers' Ink.

I'll Pay One Bright Man in a Town \$130 for 3 Days' Work, selling space to merchants on the **GIANT ADVERTISING THERMOMETERS** now being introduced in cities and towns. Work whole or part time. Wonderful chance for solicitors who act quickly, to build up a profitable repeat business. Write **SALES-MANAGER, WINSLOW CABOT CO.**, 70 Congress Bldg., Boston.

MISCELLANEOUS

AGENTS WANTED to handle our line of cardboard window display cutouts. We have an assortment of designs which will appeal to manufacturers in all lines of business. **NATIONAL PRINTING & ENGRAVING CO.**, 1512 Tribune Bldg., Chicago, Ill.

Bottled Goods Manufacturers

and manufacturers in almost every line of business can effectively distribute high-class, attractively wrapped chewing gum as an advertising novelty. Your ad on every stick. All flavors. Guaranteed under Pure Food Act. Samples and prices on request. **THE HELMET AD GUM CO.**, Cincinnati, Ohio.

POSITIONS WANTED

ARTIST—Open to engagement.

Experienced all around. Advertising a specialty. Address, Box 470, care of Printers' Ink.

SALES and Advertising Writer produces booklets, catalogues, house organs and form letters of unusual character and strength; can manage department; salary moderate. Address Box 481, care of Printers' Ink.

WANTED—Position in New York City. Live Wire Advertising Solicitor, experienced in Magazine and Special Representative work, can create, and also handle existing business. Address, Box 488, care of Printers' Ink.

ADVERTISING SOLICITOR-MANAGER, well and favorably acquainted in New York city and over Eastern territory, including New England, open for engagement; highest references. Address, Box 486, care of Printers' Ink.

SALES CORRESPONDENT, copy writer, manager, age 37, six years' selling high grade specialty for \$1,000,000.00 corporation, desires to next from those in need of services such as his. Best references. Salary \$1,800.00. Address, Box 482, care of Printers' Ink.

ADVERTISING MANAGER with wide experience in planning advertising campaigns. Knowledge of drawing and printing. Makes distinctive layouts for newspaper advertisements; writes strong, 'get-business' letters and booklets. Highest references. Box 489, care Printers' Ink.

SALES MANAGER

With advertising experience, 15 years in manufacturing line, good organizer, systematizer, and detail man. Capable of handling large selling force, thorough knowledge of Export Business, desires to make a change. INTEGRITY, Box 440, care of Printers' Ink.

WRITER AND LAYOUT MAN

Twelve years' New York experience producing successful publicity campaigns—writing interesting booklets, house organs, letters and other direct mail literature—plans dealer co-operative campaigns that "get over"—a writer first and foremost; New York position only. Address, Box 485, care Printers' Ink.

WANTED—An Opportunity to connect with growing institution in capacity of Sales or Advertising Manager. Applicant is capable and industrious. Familiar with Agency methods—good executive and competent to take charge of or install best office Record Systems. Box 153, Canisteo, N. Y.

CIRCULATION MANAGER—One having had years of experience in every branch of circulation work, and able executive who can produce results in increased circulation, desires connection with newspaper that really wants large circulation increase and is willing to pay for results. **GUARANTEE OF CERTAIN INCREASE WITHIN LIMITED PERIOD, MAKING COMPENSATION LARGELY DEPENDENT ON MEASURE OF SUCCESS.** Now conducting successful circulation campaigns for several newspapers, but desire permanent location with one newspaper with large field for circulation increase. Best of references, unquestionable proof of experience and ability presented at personal interview. Address C. M., Box 484, care of Printers' Ink.

Experienced Advertising Man

Chicago; available January; go anywhere for right opportunity; wants permanent connection, where ability fits employer's need; experience with big, successful people; manufacturing, jobbing, advertising agency, mail order, catalogue, specials, novelty, advertising and literature. Engraving, paper, printing and print shop. Selling and correspondence. Good references. Address, Box 477, care of Printers' Ink.

POSTER STAMPS

HUNDREDS of beautiful, original styles and designs Advertising and Pictorial stamps suitable for Manufacturers, Exporters, Jobbers, Retailers, Transportation Lines, etc. Standardized processes of manufacture give attractive Stamps at low prices. Assortment of samples if requested on letter head. **THE DANDO COMPANY, 26-32 S. 3rd St. Philadelphia.**

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

EXCELLENT WEEKLY class paper can be bought on account of owner's ill health. Good circulation. Nearly \$9,000 net profits. Price \$40,000. Terms to right buyer. Address, Box ZZ 764, care of Printers' Ink, New York.

STANDARD BOOKLETS

HIGHLY SPECIALIZED ability to write and design, and facility to print small and large editions of booklets, standardized 3 1/2 x 6, in 8, 16 and 32 pages, with covers. Ten standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. **THE DANDO CO., 28-32 So. 3rd St., Philadelphia, Pa.**

**Suggestions to
Subscribers**

Frequently we cannot furnish complete copies of back issues of **PRINTERS' INK** for which we receive requests, but often we are able, if we know what particular article is needed, to tear the required pages from office cut copies and so help our readers.

Printers' Ink Publishing Co.
2 West 31st St. New York

Roll of Honor

ALABAMA

Birmingham, *Larger*, dly. Average for 1913, 39,002. First 2 months, 1914, 30,246. Best and cleanest advertising medium in Alabama.

ARIZONA

Phoenix, *Gazette*. Average daily circulation 6 months ending Sept. 30, 1914, 6170.

CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1913 (sworn) 19,236 daily, 2c.; Sunday, 15,650, 5c.

Waterbury, *Republican*. Examined by A. A. regularly. 1913, Daily, 8,666; Sunday, 8,652.

ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1913, 9,891.

Peoria, *Evening Star*. Circulation for 1913, Daily, 21,668; Sunday, 10,876.

INDIANA

South Bend, *Tribune*. Sworn average Nov., 1914, 13,632. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1913, daily, 9,818; Sunday, 10,818. "All paid in advance."

Des Moines, *Register and Leader-Tribune*, daily average May '14, 69,234; Sunday, 43,595. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Waterloo, *Evening Courier*, 6th year: Av. dv. 1913, 9,231. Daily aver., Apr. to Sept. 1914, 14,262.

KENTUCKY

Louisville, *Courier-Journal*. Average 1913, daily, 30,669.

Louisville, *The Times*, evening daily, average for 1913 net paid 61,323.

LOUISIANA

New Orleans, *Item*, net daily average for 1913, 65,664.

MAINE

Augusta, *Kennebec Journal*, daily average 1913, 10,857. Largest and best circ. in Cent. Me. Bangor, *Commercial*. Average for 1913, daily 10,810.

Portland, *Evening Express*. Net average for 1913, daily 19,637. Sunday *Telegram*, 13,003.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1913 — Sunday, 66,888; daily, 76,753. For Nov., 1914, 78,620 daily; 62,276 Sunday.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston Globe

Average Gross Circulation 1913: 177,747 Daily 313,397 Sunday

Sworn net average circulation March, 1914: Daily, 199,136; Sunday, 287,410.

Advertising totals: 1913, 8,334,750 lines, 1,136,622 lines more than any other Boston paper published.

The above totals include all kinds of advertising from that of the big department store to the smallest "want" ad.

Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.

Lynn, *Evening Item*. Daily sworn av. 1911, 16,987; 1912, 13,338; 1913, 15,873. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1913, 19,499.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '13, 21,904. The "Home" paper. Largest ev'g circ.

MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for first 9 months, 1914, 113,166.

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1913, daily *Tribune*, 106,783; Sunday *Tribune*, 189,163.

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1913, 126,602.

NEW JERSEY

Camden, *Daily Courier*. Daily, Oct. 1st, 1913, to Mar. 31, 1914, 11,063.

NEW YORK

Buffalo, *Courier*, morn. Ave., 1913, Sunday, 103,269; daily, 61,756; *Enquirer*, evening, 47,556.

Buffalo, *Evening News*. Daily average, for 1913, 93,376.

Schenectady, *Gazette*, daily. A. N. Liecby. Actual Average for 1913, 23,006. Benjamin Kentnor, 235 Fifth Ave., New York; Peoples' Gas Building, Chicago.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1913: Daily, 113,497; Sun., 144,064. For Nov., 1914, 153,769 daily; Sunday, 162,568.

PENNSYLVANIA

Erie, *Times*, daily. Av. cir. 1st 6 mos. 1914, 32,501; 23,692 av., Nov., 1914. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Washington, *Recorder and Observer*, circulation average 1913, 13,576.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1913, 16,158. In its 42nd year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times Leader*, eve. Gov. report Oct. 1, 20,468, gain of 1,296 net in 6 mos.

York, *Dispatch and Daily*. Average for 1913, 19,137. Covers its territory

RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation for 1913, 21,628—sworn.

Providence, *Daily Journal*. Sworn ave. net paid for 1913, 19,036 (©©). Sunday, 30,494 (©©). *The Evening Bulletin*, 47,502 sworn ave. net paid for 1913.

Westerly, *Daily Sun*. S. E. Conn. and S. Rhode Island. Sun to every 7 persons. Aver. cir., 1913, 6,650.

VIRGINIA

Danville, *The Bee* (eve.) Average, Nov., 1914, 5,316.

WASHINGTON

Seattle, *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It is a gold mark paper of the first degree. Quality and quantity circulation means great *productiveness* to the advertiser. Aver. daily cir. last six mos. 1913, 67,080; Sunday, 86,887. In March, 1914, the *Times* beat its nearest competitor by 363,524 agate lines.

Tacoma, *Ledger*. Average year 1913, daily and Sunday, 21,881.

Tacoma, *News*. Average for year 1913, 20,510.

WISCONSIN

Janesville, *Gazette*. Daily average, Nov., 1914, daily 7,676.

Racine (Wis.) *Journal-News*. A. B. C. audit gives biggest circulation.

SASKATCHEWAN, CANADA

Regina, *The Leader*. Average, for Sept., 1914, 19,489. Largest circulation in Province.

Want-Ad Mediums

CONNECTICUT

NEW Haven *Register*. Leading want ad medium of State. Rate 1c. a word. Av.'13, 19,236.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined. 1c. a word; 7 times, 4c.

MARYLAND

THE *Baltimore News* carries more advertising than any other Baltimore daily. It is the recognized Advertising Medium of Baltimore.

MINNESOTA

THE *Minneapolis Tribune*, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1913 111,417 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

NEW YORK

THE *Buffalo Evening News* is the best classified advertising medium in New York State outside of N. Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

PENNSYLVANIA

THE *Chester, Pa., Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

Gold Mark Papers

ILLINOIS

Bakers' Helper (©©), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. *The Inland Printer*, Chicago (©©). Actual average circulation for 1912-13, 17,266.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (©©).

Boston *Evening Transcript* (©©), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (©©). Only French daily among 75,000 French population.

MINNESOTA

The *Minneapolis Journal* (©©). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn *Eagle* (©©) is THE advertising medium of Brooklyn.

Dry Goods Economist (©©), the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' Magazine (©©). Specimen copy mailed on request. 263 Broadway, N. Y.

New York Herald (©©). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

Scientific American (©©) has the largest circulation of any technical paper in the world.

PENNSYLVANIA

THE PITTSBURG (©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (©©), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The *Memphis Commercial Appeal* (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both *quality* and *quantity* tests. Daily, over 56,000; Sunday, over 87,000; weekly, over 96,000.

WASHINGTON

The *Seattle Times* (©©), leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The *Milwaukee Evening Wisconsin* (©©), the only Gold Mark daily in Wisconsin. The home paper that deserves great consideration when advertising appropriations are being made.

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ADVERTISING RATES

\$120 double page, \$60 a page, \$30 half page, \$15 quarter page
Smaller space, 35c per agate line—Minimum, one inch

PREFERRED POSITIONS

Front Cover	\$125	Page 5	\$100
Second Cover	75	Pages 7, 9, 11 or 13	75
Back Cover	100	Double Center [2 pages]	150

SPECIAL—Two Colors: \$25 extra for two pages or less. For more than two pages, \$12.50 per page. **Inserts:** \$60 a page when furnished complete by advertiser. No less than four pages accepted.

There Are Portions of Chicago

in which manufacturers of certain lines of goods could spend a great deal of time and money in selling effort *without results*. There are other portions where results would be mediocre. And there are still other portions where every dollar spent in well-directed effort would bring back *large profits*.

If, before commencing your selling campaign in Chicago, you could see a *business chart* of Chicago, with an analysis of each separate district of Chicago, as regards population, mode of living and *buying power*, you could then put on a selling campaign at *half* the usual cost and get many times the usual results.

The Chicago Tribune's Advertising Promotion Department has such a chart and analytical information about Chicago. Write us about your particular problem and we will help you solve it. When writing please state the name and character of your product.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 1216 Croisic Bldg., 220 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco

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